THE CANNING TRADE

THE Journal OF THE Canning AND Allied Industries

ESTABLISHED 1878

1878—FOR 53 YEARS THE CANNED FOODS AUTHORITY—1931

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What sort of job are YOU doing?

YOU know what the National Canners Association is doing to improve the sale of canned foods. You've seen the advertising. And, by now, you've had time to plan what *you* are going to do. You've had ample time to get going.

What have you decided? What have you done?

Here are just a few of the things you *should* have done—and *should be doing*—to make this campaign increase the use and sale of your canned foods.

1. If you employ salesmen, have you made them see the importance of this campaign to you—and to them? Have you instructed them to work on the trade for canned foods displays, specials, advertising? Are they getting retailers to feature Christmas gift assortments of canned foods—an idea played up in the December 19th advertisement in The Saturday Evening Post? Their job is not to *stock* the retailer but to help him sell. Their job is to help him move more goods—canned foods of all kinds, all brands. And, as the canned foods market improves, your brand will take care of itself.
2. If you use brokers, have you told them *you* are back of this drive—and insist that they work as they never have before? The broker knows the need for a better canned foods market. It's up to you to make him understand that this is *his* opportunity too—and see that he works on the trade to *make* conditions improve.
3. Wholesalers are an important link in the chain. Have you told them you expect their support? Have you gotten them to hold salesmen's meetings—to go after the retail trade for canned foods publicity and display?
4. What are you doing right in your own community? You *can* do a lot. You can get the cooperation of your local newspaper. You can get your local retailers to make an *extra* effort on canned foods. You can get the support of your commercial clubs, your fraternal organizations, your Grange—for all of them will be quick to see that they are vitally concerned, as well as you, in the success of this great movement.

The canner who wants better movement of goods, better prices, should be doing all these things—and more. He should wrack his brains for ways in which *he* can add to the big push—do everything within his power—go at this job tooth and nail, making up his mind that he is not going to let such an opportunity pass without putting back of it all the merchandising sense, selling and hard work he's got.

The steam you put back of this drive is vital in piling up a tremendous pressure for better conditions. Do something—*and do it now.*

NATIONAL CANNERS ASSOCIATION, WASHINGTON, D. C.

FIT YOUR LABEL FOR ITS NEW JOB...

MODERN merchandising puts a big responsibility on your labels. They must *identify* your product distinctively; they must have *consumer appeal;* they must *advertise* for you, and build permanent good will; they must *speed production* by working properly in your labeling machines.

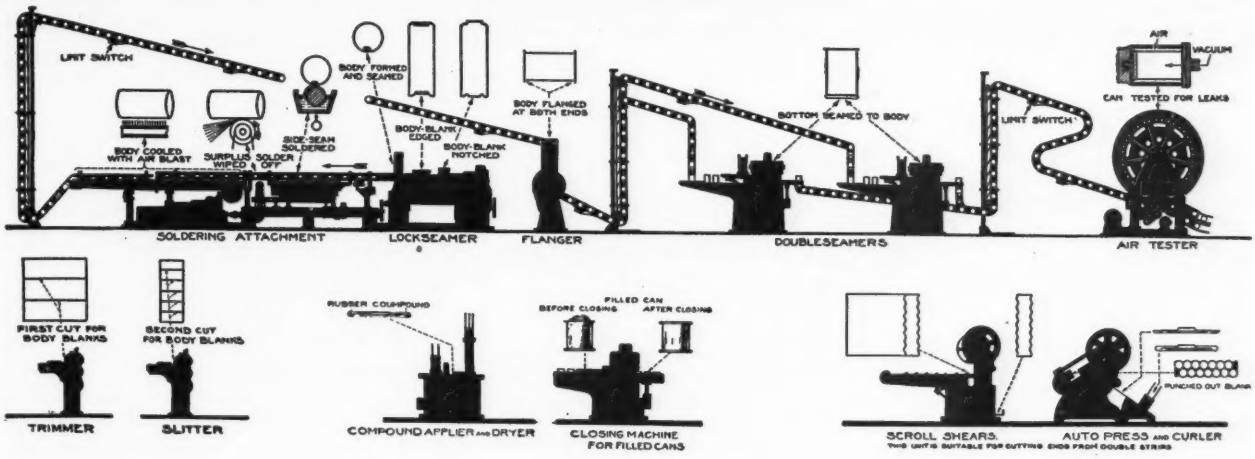
"U S" produces labels that meet ALL these requirements. "U S" is a nation-wide service, with sales offices in sixteen cities, and production plants convenient to you. It's good judgment to confer with "U S" on your label requiremeets.

Write "U S" Today.

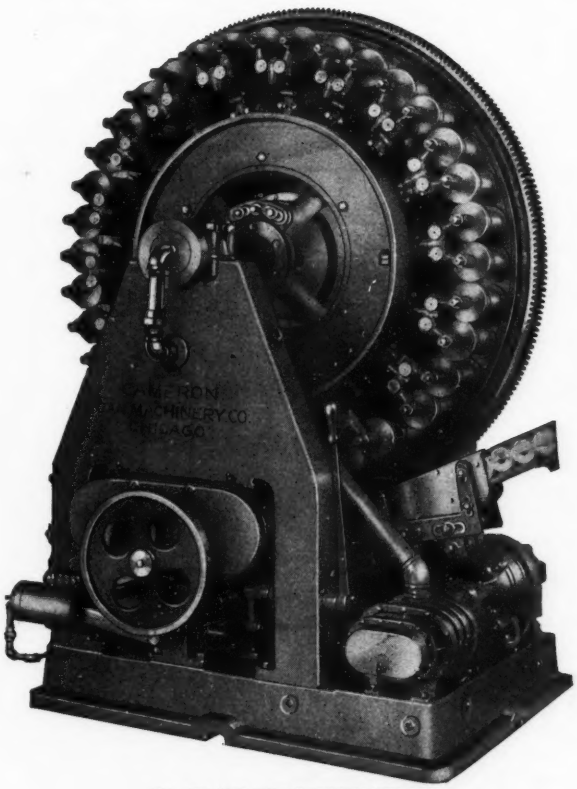
TRADE MARK SERVICE... Before adopting new brand names, make sure they are not already in use. Failure to do so may result in costly litigation. Get prompt information without charge about registered and unregistered brand names from the "U S" Trade Mark Bureau at Cincinnati.

THE UNITED STATES PRINTING & LITHOGRAPH CO.

55 BEECH STREET, CINCINNATI, OHIO 98 N. THIRD STREET, BROOKLYN, N. Y. 439 CROSS STREET, BALTIMORE, MD.



Cameron Automatic Line-Producing 300 Sanitary Cans Per Minute



No. 307 AIR AND VACUUM TESTER.
IT TESTS AND EJECTS FAULTY CANS WITHOUT HELP OF AN OPERATOR. MADE FOR CANS OF ALL SIZES AND SHAPES.

WHY NOT MAKE YOUR OWN CANS?

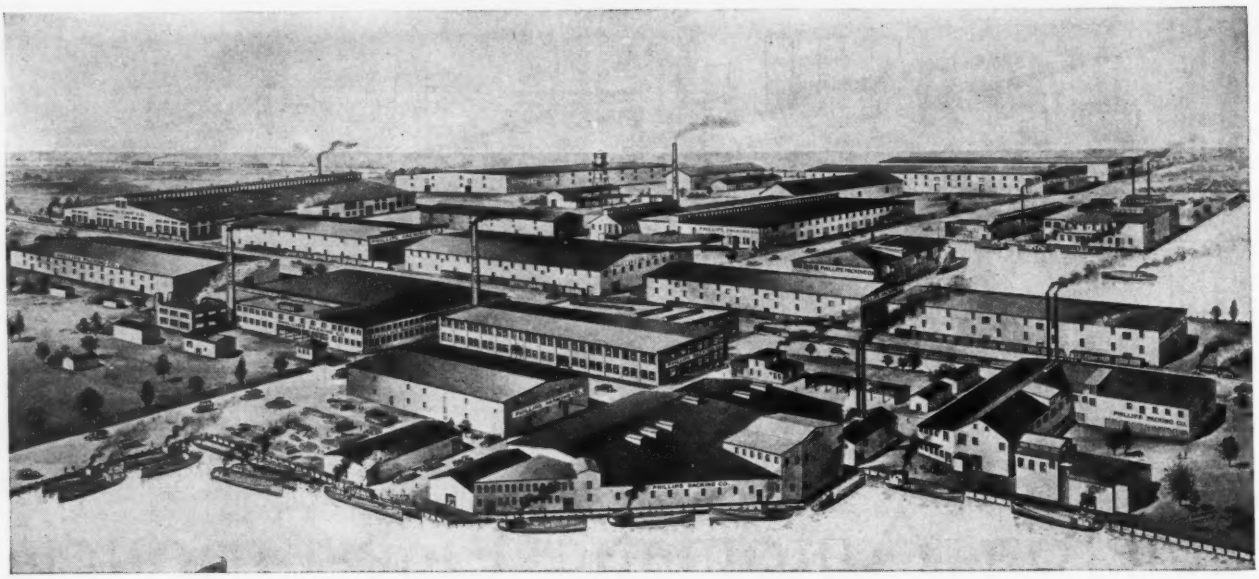
We furnish and install the machinery. We can also recommend operating foremen and sources of tin plate. Substantial savings are to be made over the prevailing market price of tin cans.

CONSIDER THIS LIST OF SUCCESSFUL PACKERS WHO MAKE THEIR TIN CONTAINERS.

Nestle's Milk Products, Inc.
H. J. Heinz Company.
Armour & Company.
General Foods Corporation.
Corn Products Refining Company.
Swift & Company.
Borden Company.
Broder Canning Co., Ltd.
Phillips Packing Company.

Cameron Can Machinery Company

240 North Ashland Avenue « « « » » » CHICAGO, U. S. A.



PHILLIPS CAN COMPANY

Manufacturers of Packers Sanitary Cans

Division of the

PHILLIPS PACKING COMPANY

Packers of HIGH CLASS FOOD PRODUCTS

CAMBRIDGE, MARYLAND, U. S. A.

PHILLIPS SALES CO. Inc.,

BROKERS and COMMISSION

Canned Foods and Canners' Supplies

Located in the heart of Maryland's great packing industry.
Brokers and representatives desired in all markets.
Packers' accounts solicited.

CAMBRIDGE, MD. U. S. A.

QUALITY SEED PEAS

Canners' Varieties Exclusively

Our unexcelled seed stocks and our vigilant supervision
of their reproduction insures a superior canned product

GALLATIN VALLEY SEED COMPANY

BOZEMAN, MONTANA

Safe - T - Clutches

Designed for Judge Syrupers. Proved so good, we sell them separately.

Mounted on a sleeve - you just slip them on shaft. Fasten with set screws or pin. No keys to cut. Great for replacement on "chewed up shafts".

Can be set to pull the load or slip if overloaded or machine jams.

Discs are shrouded - moisture don't affect them.

Take any diameter of pulley. Change quickly from one pulley to another.
Oil and grease chambers do away with loose pullies "Freezing"

No packing to wear or swell.
Stay in or out. No creeping. Start smoothly.

Save your machines, save trouble, save accidents and save cans.

Never - Miss TIMERS

Made for Judge Syrupers and are positive at all speeds—high or low.

Time cans into any machine: fillers, double seamers, exhaust boxes, cookers, coolers, labellers, can making machinery or can runways.

Simple, out of the way and fool proof.
Tell us what you wish "to time" and we will "time" it.

They save their cost in cans and lost time, especially on High Speed lines.

E. J. JUDGE

Syrupers, Clutches, Timers.

P. O. Box 238 Alameda, Calif.

YOUR INCREASED VALUES REQUIRE INCREASED FIRE INSURANCE

Each increase in the amount of your insurance means an increase in your share of the saving . . . .
Write - wire or phone - your additional requirements.

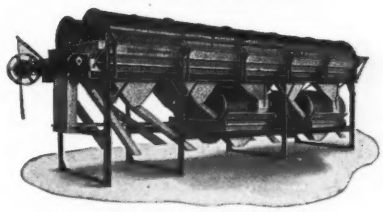
LANSING B. WARNER, Incorporated
540 N. Michigan Ave.,
CHICAGO, ILL.
TELEPHONE: DELAWARE 9400

Canners Exchange Subscribers

at

Warner Inter-Insurance Bureau

COMPLETE EQUIPMENT FROM ONE SOURCE



PEA REGRADER

Whether you are canning peas, corn, tomatoes or fruit, our standard equipment will meet your requirements. Back of our engineers is a complete plant equipment and years of successful experience in designing and making canning equipment. If you need special equipment, we can build it.

BERLIN CHAPMAN CO., Berlin, Wis.

BERLIN CHAPMAN
CANNING MACHINERY
A Single Unit or A Complete Canning Plant

Canned Foods

FOR CHRISTMAS

That's a Real Idea!

IT'S UP TO YOU!

In the December 19th issue of The Saturday Evening Post and in the leading women's publications out in December, there will appear an advertisement of utmost interest to every Canner who wants a better movement of canned foods — with better prices. Read every single word of that advertisement . . . and then act!

The Christmas Gift Assortment is the greatest idea ever devised for speeding the movement of canned foods across the counter . . . but, to be successful, it requires the full cooperation of every Canner—every Broker—every Wholesaler and every Retailer.

Every one of your employees and salesmen should be out right now contacting the trade . . . selling them on the advantages of the Christmas Gift Assortment idea. It's your duty to see that canned foods get the proper display and tie-in advertising in your territory. You'll find Retailers anxious to increase sales . . . they'll welcome your help . . . and it's a fine way to make friendly contacts.

Arouse and enthuse your Brokers and Wholesalers . . . make sure they fully understand that this is their opportunity as well as yours, and how vital the success of this idea is to their own business . . . get them working with you.

The Christmas Gift plan must not fail . . . it cannot possibly fail if every Canner does his part. And 2,000 or more Canners—all working together—with the help of many thousands of Brokers and Wholesalers, represent a publicity and sales force that can put this canned foods advertising across in a big way . . . which means, in the end, increased sales—increased consumption, and a firm stabilization of prices.

Plan to do something now!

THE NATIONAL CANNERS ASSOCIATION
WASHINGTON, D. C.

THE CANNING TRADE

THE JOURNAL of the CANNING and ALLIED INDUSTRIES
Established 1878

THE CANNING TRADE is the *only* paper published exclusively in the interest of the *Canned Foods Packers* of the United States and Canada. Now in its fifty-fourth year.
Entered at the Postoffice, Baltimore, Md., as second-class matter.

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Foreign	$5.00
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PUBLISHED EVERY MONDAY
BY
THE TRADE COMPANY
ARTHUR I. JUDGE
MANAGER AND EDITOR

107 SOUTH FREDERICK STREET
BALTIMORE, MD.

Telephone Plaza 2698

Make all Drafts or Money Orders payable to THE TRADE COMPANY.

Address all communications to THE CANNING TRADE, Baltimore, Md.

Packers are invited and requested to use the columns of THE CANNING TRADE for inquiries and discussions among themselves on all matters pertaining to their business.

Business communications from all sections are desired, but anonymous letters will be ignored.

ARTHUR I. JUDGE, *Editor.*

Vol. 54 BALTIMORE, NOVEMBER 30, 1931 No. 16

EDITORIALS

A HAPPY THOUGHT—Our "Better Profits" column this week refers to a circular put out by The Home Defense League of the State of Michigan, and that circular is so to the point that we want the canners of every State to read it and "get it." So we are reproducing it here. This League styles itself "A non-profit organization comprised of Merchants, farmers, civic and religious leaders and others interested in the welfare of the State of Michigan," and the circular is headed "Facts About Food," and is addressed to Mr. and Mrs. Consumer.

We have often berated the foolish actions of canners who, seemingly, try to cover the whole country with their little packs, shipping their goods into localities which produce abundantly of the same goods. All they do is feed the railroads. They do not build an inch of good-will for their goods, because they are spread out too thin.

This circular referred to is much along the same line. Read it and you will see where the proposed plan is easily workable in your own State, and that its application would mean pride in your State's products, and an effort to make good that pride. Here you are:

PROSPERITY IS BASED UPON THE AMOUNT OF MONEY IN CIRCULATION IN A GIVEN COMMUNITY. THE STATE OF MICHIGAN SHOULD NEVER SUFFER FROM DEPRESSION.

It is the one State in the Union most able to supply a large percentage of the foods consumed by its citizens. No State in the Union can even come close to Michigan in this respect, nor can any State in the Union boast of such high quality. Because of our "washed air" climate (Michigan being bounded on three sides by water), and of our even temperature and ideal soil we raise the most diversified farm crops of any State in the Union or any Country in the World.

Because of this great diversification we do not have an excessive supply except in one or two products.

The balance of our crops can be more than consumed by our own people yet, in spite of these indisputable facts, the people of Michigan are today consuming vast quantities of inferior food products leaving the Michigan fruits and vegetables to go to waste. Thousands and thousands of bushels of apples, potatoes, tomatoes, etc., are being allowed to decay and rot or to be sold at cut-throat prices in competition with inferior merchandise with the result that today Michigan farmers are being pauperized.

Fertile farm lands are reverting back to the State for non-payment of taxes. Farm homes are being abondoned. The result is higher taxes on the city home owner; the increased competition for jobs in factories and by forcing the farmer from the buying market we decrease by one-third the production of our factories.

The power to remedy this condition rests entirely with the Michigan Consumer.

Michigan agriculture has an investment in land and buildings of $1,168,433,100.00 This investment produced in 1930:

16,500	tons of Cherries,
630,000	bushels of Cucumbers,
$3,618,000	worth of Apples,
69,000	tons of Grapes,
816,000	bushels of Peaches,
819,000	bushels of Peas,
21,300	tons of Cabbage,
350,000	bushels of Carrots,
8,606,000	quarts of Strawberries,
1,075,000	crates of Celery,
8,200	tons of Sweet Corn,
630,000	bushels of Pickles,
1,780,000	bushels of Onions,
19,725,000	bushels of Potatoes,
315,000	bushels of Tomatoes,
5,691,000	bushels of Beans,
32,928,000	bushels of Corn,
36,537,000	bushels of Wheat,
16,488,000	Canned Fruit (cans),
40,886,000	bushels of Oats,
2,241,000	bushels of Rye,
5,529,000	bushels of Barley,
63,426,000	pounds of Butter,
5,824,064,000	pounds of Milk,
8,816,000	pounds of Cheese,
$9,252,000	Truck Crop.

In spite of this production Michigan people are today buying inferior imported food products. Much of which is from foreign countries while the value of Michigan farm products have been allowed to decrease over 40% in the past two years.

The City of Detroit alone buys more apples every year than the entire Michigan apple crop. We do not eat our own apples; Michigan farmers can find no market among Michigan people for their apples, yet a buyer from a large English firm comes to Petoskey, Michigan, each year to buy Michigan apples, which are considered in England to be superior to any in the world.

Over 50% of prepared dairy products consumed in Michigan are shipped in from outside, yet when German scientists searched the world over for location for a concentrated baby food products they located in Michigan.

Swiss and German specialists in invalid foods send a buyer to Michigan each year to secure Michigan's wheat, yet, the Michigan housewives buy imported flour.

This ridiculous situation can best be illustrated by the Beet sugar industry of the State of Michigan.

Granulated sugar is identically the same whether it is extracted from a Beet, a piece of Cane or from Fruit or vegetable. The chemical formula is $C^{14}H^{22}$-O^{11}. There is not a chemist in the State of Michigan who can tell one from the other. Granulated sugar is the same as gold, whether it is taken from the mountain, from the river bed or from a deposit of clay; it is still gold.

There are twenty-one sugar refineries in Michigan representing an investment of millions of dollars. These plants combined have a maximum capacity of 3,600,000 100-lb. bags. The annual consumption of sugar by the people of the State of Michigan is 7,000,000 hundred lb. bags, which means that if these plants were operated at their capacity they could only supply one-half of the sugar consumed annually in the State of Michigan yet of these twenty-one plants, fourteen are closed today. Only seven are operating.

As an illustration of what this means economically to every citizen and taxpayer of Michigan—one small plant in Bay City, Michigan, has seventeen thousand acres of beets contracted for 1931. They will pay in cash to the farmers of Saginaw and Bay County over $900,000.00. The payroll of the refinery will be approximately $120,000.00. This one small sugar-plant will distribute over $1,000,000.00 in one small district. It is the most valuable crop the farmer can raise. Therefore, the closing of the fourteen factories means that 238,000 acres of Michigan land either remains idle or is planted to a profitless crop. ALL OF THIS COULD BE REMEDIED IN ONE YEAR AND OVER $21,000,000.00 COULD BE PUT INTO CIRCULATION IN THE STATE OF MICHIGAN IN 1932 IF THE MICHIGAN HOUSEWIFE WOULD INSIST ON BUYING MICHIGAN BEET SUGAR.

The same situation applies to almost every one of the other Michigan products. Thousands of bushels of Michigan tomatoes are decaying on the vines. Many Michigan pickle packers are forced at the present time to pay the farmers with script because they are unable to induce Michigan housewives to buy Michigan products.

FACTS YOU SHOULD KNOW

Oleomargarine is being sold in Michigan by the ton while Michigan butter is a "drug" on the market. Certain monopolistic creameries are shipping sweet butter into the State of Michigan and it is being used to "build up" milk to be pawned off on the Michigan housewife as coffee cream, and Jersey milk. It is used in the manufacture of ice cream while the Michigan dairymen sell their valuable dairy cows for beef and let their land go back to the State for failure to pay taxes.

A survey of large chain store institutions shows that a large percentage of the food they sell in Michigan is inferior and is imported to compete with domestic market which tends to set a low price on Superior Michigan produce.

A large manufacturer of canned soups and beans has recently imported fourteen thousand car loads of beans from Japan rather than allow a fair profit to the Michigan farmer.

THIS SITUATION MUST BE REMEDIED BY THE MICHIGAN HOUSEWIFE. Why feed your children inferior imported products, pay freight rates and other expenses incidental to shipping long distances and allow this situation which is pauperizing the Michigan farmer, breaking Michigan banks, decreasing the earnings of Michigan people, closing Michigan factories, increasing Michigan taxes, to continue? Who profits by this ridiculous and unintelligent breaking down of Michigan values? Certainly not the taxpayer, the laboring man, the farmer or any other citizen or property owner in the State of Michigan.

This pamphlet is not being introduced in an effort to discriminate against the products of any other State, but merely to call to the attention of the housewife a deplorable condition existing within the State of Michigan.

Michigan must import some produce and it must export some, but certainly its own citizens should first consume all of the Michigan products that they possibly can.

Real farm relief will be provided when housewives insist on buying Michigan farm products. The farmers are not asking for charity. The one expenditure whose value is solely based on quality is that which we spend for food. We pay our money not for bulk or fancy labels. When we buy food, we pay for health building vitamines and other elements which make up bone structure and red blood corpuscles.

There are consumers who shop for groceries. The prime factor when they order is price. It must be low. When delivery is made quality is the prime factor. It must be high. The two seldom go together with any type of merchandise. The rule is that the consumer gets just what he or she pays for.

ASK YOUR GROCER FOR MICHIGAN FARM PRODUCTS then buy imported products, take them home at the same time and make a fair comparison. We are certain that you will realize that it will pay you to insist on Michigan farm products.

Isn't this true of every State, at least insofar as canning is concerned? Or just substitute the name of your State and see if it does not fit. We believe you will find it does.

THE SEVEN WINDOWS OF TORSCH

THE Torsch-Stevenson Co., well-known canners of Baltimore, aiming to cooperate in the big advertising campaign now going on, took advantage of opportunity to hire seven very prominent store windows in Baltimore, at the corner of Franklin and Eutaw Streets, in the heart of the theatrical and shopping district. Five of these windows faced on Eutaw Street, and two on Franklin. In each window was piled a neat array of Torsch's canned foods, bottled catsup, etc., and placards notable for their avoidance of lengthy and too much wording, told of the value and convenience of the canned foods. No prices; just good selling arguments.

One window, for instance, showed a clock, a comfortable chair, a reading table and a pile of magazines and newspapers. The caption read "You could read the whole paper in time saved in preparing a dish of string beans." The window displayed cans of stringless beans. And so they went. There are lots of idle windows now —and cheap—everywhere, in all towns and cities.

CANNERS' CONVENTIONS

Note—Secretaries will help their meetings and render a real service to all interested by keeping this column well and accurately posted. Send full information as to date and place of meetings.

December 1—Michigan Canners, hotel and city to be named later.

December 8-9—Ohio Canners Annual, Deshler Wallick Hotel, Columbus, Ohio.

December 10-11—New York Canners, Hotel Seneca, Rochester.

December 15—Pennsylvania Canners, Hotel Yorktowne, York, Pa.

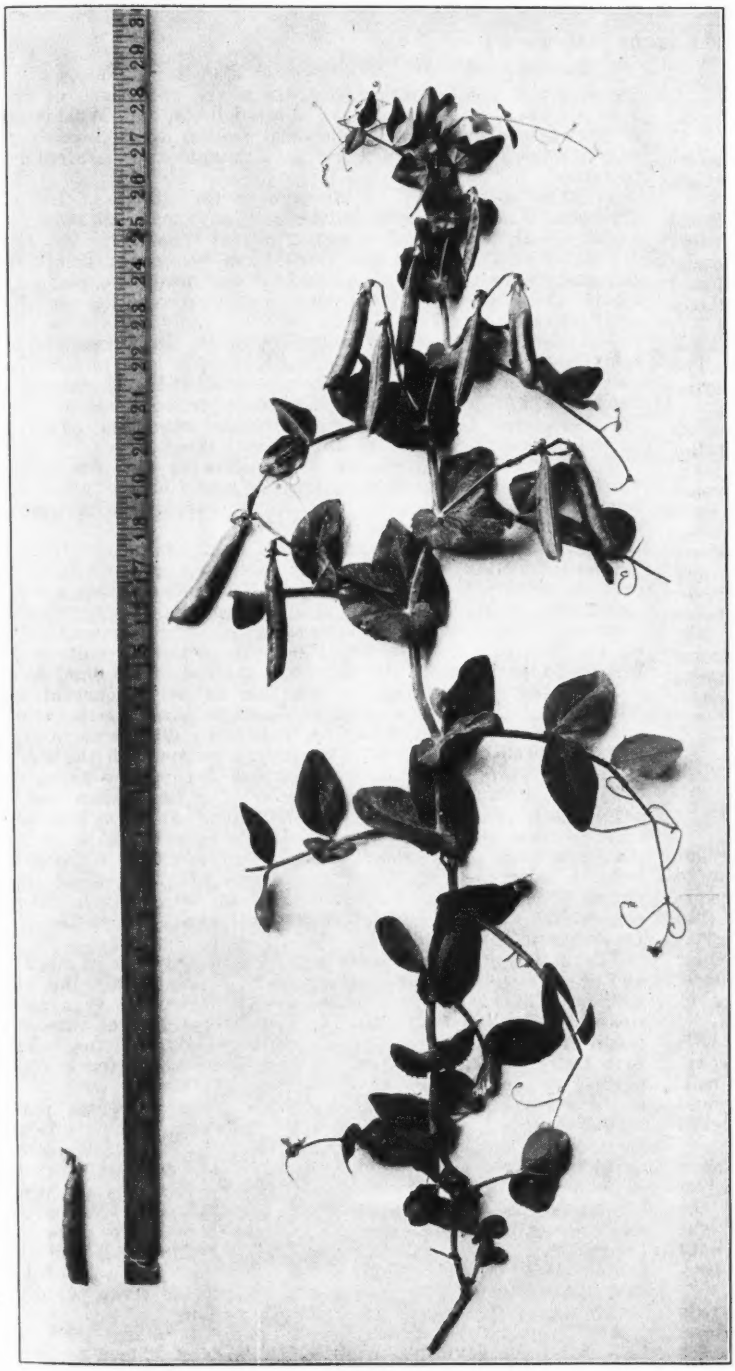
December 15-16—Iowa-Nebraska Canners, hotel and city to be named later.

December 16-17—Tri-State Packers, Hotel Lord Baltimore, Baltimore, Md.

January 25 to 29, 1932—National Canners; National Food Brokers; Canning Machinery & Supplies; Machinery Exhibit. Hotel Stevens, Chicago, Ill.

February 9-10, 1932—Virginia Canners, annual, Roanoke, Va.

ROGERS' "E"



or *NEW PERFECTION.*

In breeding this new strain, we had certain definite aims in mind:

To produce a strong vine, setting its pods well up from the ground, and sufficiently tall to stand the natural "shortening up" of a dry season, while at the same time one which under normal growing conditions would not make an excessive tonnage to pass through your viners; with all this we were striving for maximum yield and evenness of maturity.

The result is before you.

Note the sturdy 28 inch vine.

First pods 16 inches from the ground.

4 pairs of doubles in a 6 - inch space.

8 pods ready to can at one time.

A pea that you will like to pack and your farmers will like to grow.

See us for seed to be grown in 1932.

ROGERS BROS. SEED COMPANY

Breeders & Growers

CHICAGO *for QUALITY PACKERS.* **ILLINOIS**

Meeting of the Wisconsin Canners Ass'n.

November 10, 11 and 12, 1931

Schroeder Hotel, Milwaukee, Wis.

(Continued from last week)

MEETING OF THE CORN SECTION

Wednesday, November 11th, 9.30 A. M.

DOCTORS R. A. BRINK and Normal P. Neal, Genetics Department, University of Wisconsin, made a report on their canning tests on Hybrid Sweet Corn.

Dr. Neal emphasized the fact that last year was a bad one to carry on their experiments. However, they had 56 strains with which they worked. They used as a check, the variety most used in that particular section, both in the white and yellow corns. It was found that the Hybrid is particularly uniform in pollinization.

Corn was pulled at just the proper stage of ripeness, canned whole grain with a little salt and water added; (no sugar). The canned samples were graded and found to be eminently satisfactory. The yellow variety check plot yielded 6/10 of a ton. All of the Hybrid varieties yielded at least this much, and up to 2½ tons per plot. The white variety was not as successful, only three out of twenty tests produced as much as the check.

Dr. Neal and Dr. Brink had on display a number of ears of the Hybrid varieties of yellow corn and also a number of ears of genuine Golden Bantam variety. The Bantam variety showed a distinctive unevenness in the size of the ear where the Hybrid varieties were very much more uniform, were longer, with considerably more than eight rows to the ear. In the course of his talk Dr. Neal stated that considerable trouble was experienced due to firing, and the fact that the season was so against them, it is difficult to draw definite conclusions. However, they feel that they had made considerable progress in the work.

BUSINESS SESSION

Wednesday, November 11th, 1.45 P. M.

REPORT OF THE TRAFFIC DEPARTMENT
MR. F. L. THOMAS

EVERYONE has been supplied with a condensed statement of the Traffic Department activities with relation to auditing freight bills, filing claims and collecting overcharges the past year and time will not permit my going into details on the individual items shown in that report. However, I wish to state that the majority of members sent in their freight bills for audit the past year and I filed about $5,600.00 in claims for overcharges and collected back in excess of $4,000.00. Also have unpaid claims aggregating $985.00.

The railroads are continuing to present undercharge bills and some cases members have sent in those bills prior to payment and in checking up, we rejected $978.00 which the railroads contended was due them. Under no circumstances should you pay a balance due bill until after same has been checked by the Madison office.

As a result of the Interstate Commerce Commission giving a decision in the Class Rate Cases, all class rates now in effect in that territory east of the Rocky Mountains, north of the Oklahoma-Arkansas State lines, and north of the Ohio River and roughly north of the Tennessee-North Carolina State lines will be cancelled effective December 3rd and new rates, both reductions and advances, will go into effect.

In its decisions in both the eastern and western class rate cases, the Commission prescribed a basis of 35% first class, minimum 40,000 pounds, as a proper maximum class rate for application on carload traffic of canned vegetables in that territory.

While we have just lately received tariffs giving the new rates both carload and less carload, we have not had time to make a thorough check of rates from Wisconsin into the various states. However, where we have checked rates, it is disclosed that from Wisconsin to New England States and to those states east of Buffalo and Pittsburgh that in many cases substantial reductions in rates will be made. As for illustration, the new rate to New York City from Plymouth will be 55c, from Sheboygan 53c, from Columbus 60c, from Onalaska 67c, from Owen 70c, from Shawano 60c, which are reductions of from 3 to 8 cents. To Boston, Mass., Philadelphia, Pa., Washington, D. C., and other Atlantic Seaboard points, approximately the same reductions will be given although the minimum is increased.

To that portion east of Chicago in the States of Indiana, Ohio and Michigan, there will be both advances and reductions in rates with those in effect at the present time.

I have available the new rates from Wisconsin points into the eastern territory just mentioned and would be pleased to quote them to you either during the convention or upon application.

As there are some 150 shipping points in Wisconsin and hundreds of destinations east of Chicago, it is a physical impossibility for me to give members a detailed list of changes in rates and will furnish such a list only upon application. However, as stated, I can give you information regarding new rates to the principal markets at the present time.

There has been distributed a list showing the new carload rates from Wisconsin canning points into Chicago which will become effective December 3rd unless suspension is granted at the last moment by the I. C. C.

Your particular attention is called to the fact that from all Wisconsin points almost without exception into Chicago, increased rates will become effective. The rates shown are carload rates and for a minimum of 40,000 pounds. As for illustration, from Adell, Wis., the new rate will be 24c instead of 17c as at present. From Cobb, Wis., the new rate will be 28c instead of 24c; from Eau Claire 28c instead of 26c, and so on.

Since the World War, in addition to many general rate advances, the rates on canned foods from Wisconsin have been advanced in every direction, we have seen our rates into the east advanced until at the present time canners on the Pacific Coast can ship to the Atlantic Seaboard thru the canal and even inland hundreds of miles on a lower basis than we can ship direct. Into the south and southeast we have lost valuable connections due to the same basis of rates 35% of first class minimum 40,000 pounds as will go into effect on December 3rd. I believe that a good proportion of the present stagnation of movement of canned foods from Wisconsin is directly chargeable to high freight rates and what will it be after December 3rd.

The railroads have maintained that they were in need of additional revenue, that their freight business is slipping, that motor trucks were encroaching on their legitimate transportation field, but we believe that an increase of freight rates will result in not only a serious loss of business to Wisconsin canners but will drive additional business to motor truck transportation. In fact we have started negotiations with trucking concerns to handle canned foods from Wisconsin plants into Milwaukee, Chicago and other northern Illinois cities if possible into northern Indiana and Ohio, you will receive details as to what we have worked out at a later date. During the meantime would suggest that you get busy with your buyers in Chicago, St. Louis, Minneapolis, Iowa, Omaha, Kansas City and western Pennsylvania, New York and advise them that their freight rates will be increased December 3rd and they should anticipate shipping before December 3rd in order to save the increased charges of from 1 cent to 6 cents per dozen which will not add any value to the merchandise.

Also from all Wisconsin points into other states there will be substantial advances in rates. The rates shown on statement are not the only rates to be increased but are presented with a view of showing you just what will happen to the present rates on December 3rd.

We are at a loss to understand the action of the railroads in cancelling our commodity rates, which are of long standing and in many cases were established to build up and foster the canning inudstry of this state. The railroads evidently are basing their action on the decision of the Commission in the Class Rate cases where a class rate basis was ordered of 35% of first class, but on the other hand the Commission has stated that while an "early readjustment of existing commodity

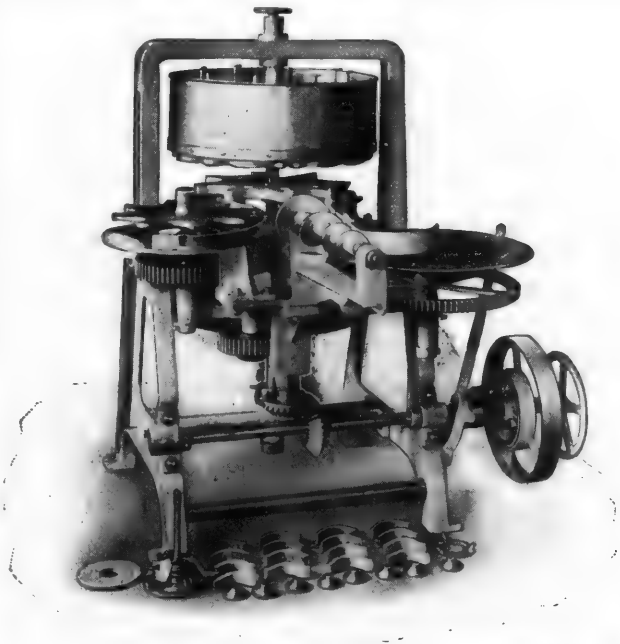
HAMACHEK IDEAL VINERS

Of all of the mechanical equipment used in a pea cannery none is as important as the pea hulling equipment. The equipment that saves Peas, reduces breakage and permits the satisfactory hulling of peas, when in such a state of maturity as to produce quality canned peas, is of utmost importance. For this reason, Frank Hamachek Ideal Green hulling machinery is playing a very important part in the production of better canned peas.

FRANK HAMACHEK MACHINE CO.
Kewaunee, Wisconsin

——Manufacturers of——

IDEAL VINERS, VINER FEEDERS, ENSILAGE DISTRIBUTERS and CHAIN ADJUSTERS



AYARS NEW HEAVY DUTY ROTARY SYRUPER

For Filling—Tomato Pulp and Puree—Tomato Juice—Clear Soups, etc.

For Syruping—Fruits, String Beans, Beets, etc.

Has no air vent stems to damage fruit.

Designed for high speed.

Belt Drive or direct connected.

Fills absolutely accurate.

No Can No Fill.

Rapid Valve.

Prices on Request.

AYARS MACHINE COMPANY
Salem, New Jersey

rates * * * * are essential if undue prejudice and preference are to be avoided." "but that the measure provided on such articles (canned foods), where they now move on class rates, is alone not sufficient justification for cancellation of all existing commodity rates and for the substitution of the basis * * recommended." In view of this it is our intention to request the I. C. C. to suspend the application of the rates now published to go into effect December 3rd, 1931, however, too much reliance must not be placed on a probability of the I. C. C. granting suspension of these increased rates. Experience with the high basis of rates established into the Southwest has demonstrated very forcibly the injury which will result to the canning industry if the class rates go into effect on December 3rd.

It is reasonable to assume that the new rates will force many canners out of certain markets which they have long enjoyed also further restrict our trade territory especially in our own back yard.

On October 16th, 1931, the I. C. C. decided the Fifteen Percent Case which was on the application of the railroads for a 15% increase of rates. The application was denied. Suggestions were made with regard to specific increases in rates for a limited period (March 31, 1933) provided the railroads would agree to pool such increases. The subject of pooling is now up with the railroad's and they no doubt will accept the I. C. C. plan and a further increase of from 1 cent to 2 cents per cwt will be given over the December 3rd rates on canned goods, or approximately ¼ cent per dozen.

The tin can case is still before the I. C. C. for decision. Oral argument will be held in Washington on December 14th and 15th and no doubt a decision will be made sometime after the first of the year. We sincerely hope that the I. C. C. will not adopt the examiners proposed report in this case as the examiners have proposed 45% of first class, minimum 16,000 pounds and 65% of first class minimum 10,000 pounds for a proper rate on tin cans, the effect of these proposals if adopted by the I. C. C. would increase our rates and average of 57.6% for the entire state. The present rate to La Crosse is 26 cents the proposed rates would be 46 cents minimum 16,000 or 66.5 minimum 10,000 pounds to Owen the present rate in 26 cents and proposed 47 and 68; to Sheboygan 24 cents is the present rate and proposed 44 and 31. Other Wisconsin points comparably. We know only too well that such increases in rates would be a worse blow than the present business depression, as any increase in ten can rates can not be passed on to the consumer. Who will pay the bill.

It seems as though for the past three or four years the Wisconsin and other railroads as well have been bending every effort possible to handicap and cripple the industry. They attempted in 1928 to cancel our tin can rates but due to various delays the I. C. C. has not rendered its decision in this case and we estimate that there has been saved to Wisconsin Canners during the past three years approximately $480,000 of dollars. We endeavored to secure more favorable rates into the east but received an unfavorable decision. We also endeavored to secure a better relationship in rates to the Southwest and South than 35% of first class but this matter is still before the Commission. In 1928 the railroads attempted to cancel our commodity rates into Chicago and other W. T. L. territory but the I. C. C. at that time refused to permit the increased rates to go into effect due to the condition of the industry. Notwithstanding the well known fact that the canning industry of Wisconsin and other states as well is in a serious condition and most certainly in need of relief of some sort the railroads are apparently bending every effort possible to further handicap and cripple Wisconsin canners by increasing not only rates on tin cans but on the finished article. Possibly they are of the opinion that the canning industry tonnage is not attractive to them and are making rates which will throw that traffic to truck lines or compel many canners to sell their products in their own back yards.

With regard to changes in freight rates I would suggest that you obtain rate quotations and routing from the Madison office. As soon as the present rush is over we will be in position to quote you rates and routings on all prospective shipments. There are one or two concerns who furnish rate cards, we can see no necessity for canners to pay these concerns two or three hundred dollars in compiling rate cards when we have facilities at Madison for furnishing the same information.

In conclusion, be on your guard in giving shipments to motor truck operators. Inquire as to whether or not they have fire and theft insurance this due to numerous cases of "hi-jacking" in the vicinity of Chicago. Also it might be wise to determine whether the truck operator is responsible or not.

Wish to thank the members for their splendid cooperation the past year and want everyone to use the Traffic Department in 1932 to the utmost.

NEW RATES

Canned Foods—Carload and Less Carload
Effective December 3, 1931

Territory—ALL STATES except Arkansas, Texas, Oklahoma and Pacific Coast.

Present Rates—All commodity and class rates as at present in effect will be cancelled with few exceptions.

Minimum Weight—Carload minimum will be 40,000 pounds instead of 36,000 as at present.

Increased Rates—Almost without exception from Wisconsin to destinations in Illinois, Iowa, Minnesota, Missouri, Kansas, Dakotas, portions of Indiana, Michigan, Ohio and Kentucky.

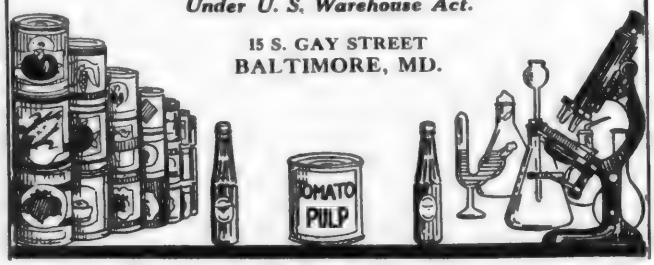
Reductions—Minor reductions to portions of Indiana, Ohio, Michigan, and reductions due to re-grouping ranging from ½ to 11c to destinations east of Buffalo and Pittsburgh.

Routings—Rates will only apply via certain specified junctions. If point of origin and destination is on the same railroad, rates will not apply over other intermediate lines.

Illustration—Beaver Dam, Wis., is located on the C. M. St. P. & P. and Kansas City is also located on the C. M. St. P. & P. Rates only apply via C. M. St. P. & P. and would not apply via C. M. St. P. & P.—A. T. & S. F.

Loren J. Sherff & Company
Certified Public Accountants
112 West Adams Street
CHICAGO

STRASBURGER & SIEGEL
Consulting Food Chemists and Bacteriologists
Grading under the McNary-Mapes Amendment
Under U. S. Warehouse Act.
15 S. GAY STREET
BALTIMORE, MD.



POWDERED APPLE PECTIN
SPEAS-NUTRL-JEL
NEUTRAL IN COLOR AND FLAVOR
Write or Wire for Samples and Prices
SPEAS MANUFACTURING CO.
Kansas City, Mo.
Licensed under Patents 1,646,157, Oct. 18, 1927; 1,655,398, Jan. 3, 1928; Application 166,020 Feb. 4, 1927.

BLISS

HIGH SPEED AUTOMATIC CAN MAKING MACHINERY

Dry Package Equipment

We have developed many machines which effect considerable economy in the production of dry package containers of every shape.

Send us your problems and get the benefit of our experience in reducing your production costs.

Builders of the 300 a minute line

E. W. BLISS CO. BROOKLYN N. Y., U. S. A.

Sales Offices { Detroit, Cleveland, Chicago, Cincinnati, Philadelphia, New Haven, Rochester

LABELS

—as you like them
—when you want them

We are so located that we can take care of all your wants, promptly, dependably.

Avoid a rush-job. Give us time and we can give you the better job. But we can take care of the rush job, too.

—Labels of every description
—As many colors as desired
—And at the right prices

Piedmont Label Co. INCORPORATED
MANUFACTURERS OF LITHOGRAPHED LABELS
BEDFORD VIRGINIA

SHOULD BE
In Every Cannery Office
"A Complete Course in Canning"
As an insurance against loss

Published by
THE CANNING TRADE
Baltimore, Md.

WAREHOUSING
Field and Metropolitan warehousing, the first merging into the latter if desired.

FINANCING
Loans arranged thro' affiliated organization at lowest rates consistant with collateral available.

SERVICE
General information, available thro' wide spread contacts with producers and consumers, a service we offer to clients.

GUARDIAN WAREHOUSING COMPANY
222 West Adams Street
Chicago.

COLONIAL BOY COPYRIGHTED

Landreths' Garden Seeds

These seeds are so well known to the Canning Trade, that they need no introduction. This adv. is simply a reminder.

If you need anything in seeds for delivery after the 1931 crop, before buying elsewhere, write us stating kinds and quantities, and allow us to quote you prices.

Business founded 147 years ago.

D. Landreth Seed Company

BRISTOL, PA.

New Carload Rates From Wisconsin To Chicago
(Minimum 40,000)

	Rate Cents		Rate Cents
Adell	24	Iron Ridge	23
Amery	43	Juneau	24
Antigo	36	Knowlton	36
Appleton	27	Lake Mills	@ 16
Arlington	25	Lancaster	29
Astico	25	Lodi	25
Athens	39	Loyal	38
Augusta	35	Manitowoc	26
Bangor	35	Markesan	28
Baraboo	27	Marshfield	36
Beaver Dam	26	Mayville	25
Belgium	23	Medford	40
Berlin	29	Merrill	37
Blair	37	Merton	22
Bloomer	41	Mineral Point	27
Brownsville	25	New Holstein	25
Calvary	25	New Richmond	43
Cambria	26	North Freedom	27
Cassville	29	Oakfield	25
Cedar Grove	24	Oconomowoc	@ 16
Cedarburg	22	Oconto Falls	32
Centuria	44	Onalaska	35
Chetek	42	Oostburg	24
Chilton	26	Osseo	38
Chippewa Falls	38	Owen	39
Ciltonville	32	Pardeeville	27
Clyman	23	Picketts	29
Cobb	28	Plymouth	24
Colby	37	Pittsville	36
Coleman	34	Poynette	25
Columbus	25	Pulaski	31
De Forest	25	Randolph	26
Dorchester	37	Random Lake	23
Durand	40	Ripon	28
Eau Claire	38	Rockfield	22
Elkhart Lake	25	Rosendale	28
Elkhorn	@ 16	Sauk City	26
Evansville	@ 16	Saukville	23
Fairwater	28	Seymour	31
Fall River	25	Shawano	33
Fox Lake	26	Sheboygan	24
Fort Atkinson	@ 16	Sheb. Falls	24
Frederic	46	Sparta	32
Fredonia	23	Stanley	40
Friesland	26	Stratford	36
Galesville	37	Sun Prairie	@ 16
Gillett	32	Templeton	@ 16
Germantown	21	Tigerton	34
Granville	@ 16	Valders	26
Greenwood	38	Waldo	24
Hartford	23	Waunakee	25
Hilbert	26	Waupun	25
Horicon	26	Winneconne	29
Hortonville	29	Whitewater	@ 16
Humbird	35		

*Present commodity rates from points indicated "@" have not been cancelled to date.

Space will not permit giving a detailed list of the new rates, but the following example will show approximately what the increases will be.

From	To St. Louis C/L Rate Cents	To Kan. City C/L Rate Cents	To Mpls.-St. Paul C/L Rate Cents
Manitowoc	38	52	43
Sheboygan	37	51	41
Plymouth	37	51	41
Saukville	36	50	42
Appleton	38	52	37
Clintonville	44	53	36
Markesan	39	50	37
Waupun	35	49	39
Beaver Dam	38	49	37
Columbus	38	48	37
Oconomowoc	@ 28.5	47	39
Sauk City	37	47	37
Bangor	43	49	37
Marshfield	45	54	30
Owen	48	55	28
Eau Claire	48	52	23
New Richmond	51	50	16

All the present commodity rates on canned foods to all other points in Illinois, Iowa Minnesota, Missouri, Kansas, Nebraska and the Dakotas have also been cancelled, effective December 3, 1931, and the new 35% of first class, minimum 40,000 pounds will create very substantial increases over the present rates.

Other points in Wisconsin will have approximately same rates as nearby point shown above.

It is our intention to petition the I. C. C. for suspension of the above unreasonable and confiscatory rates and conduct an investigation.

On all shipments in transit or upon which bill of lading is secured prior to December 3, 1931, the present commodity or lower rates will apply.

Suggest that you get in immediate touch with your buyers in the above markets as well as other markets where rates will be increased. Advise them of these new rates and get shipments moving prior to December 3, 1931, the date the rates go into effect.

Should you desire further information regarding rates on shipments contemplated to move betweeen now and December 3, 1931, we will be pleased to give you the rate information.

F. L. THOMAS,
Traffic Manager.

Concerning these new rates which are to go into effect December 3rd, Mr. Thomas was asked if he had done anything about it. He stated that he will file a petition with the Interstate Traffic Commission against this proposal, and he understood that various other manufacturers of food products, milk canners, etc., are also filing petitions.

Mr. Thomas' report was accepted in its entirety.

Mr. Melville S. Newcomb, Vice-President of the Central Republic Banking and Trust Company, Chicago, spoke upon the weakness in the relationship between the canner and his banker. Mr. Newcomb stated that his bank probably finances more canners than any other bank in the country. He stated that from his experience, the canners have always paid their notes in due course, but their main weakness is the fact that they fail to lay aside sufficient capital to conduct their business, and that it seemed to be a point with them to obtain a loan, to pay their growers and pack their goods. After these are sold, pay back their loan, which by that time had brought them up to convention times, whence they would use the balance of their profits to go to the convention, only to return home broke again.

Mr. Newcomb stated that in the future canners will have to show better business principal; that is, it will be necessary that they have some capital on hand for operating expenses, then it will be quite satisfactory to the bank to advance loans.

DISTRIBUTION FROM THE BROKER'S STANDPOINT

Paul M. Fishback, Secretary, National Food Brokers Association

THE limit of your productive capacity has not been measured, lately, by the yard-stick of distribution, consumption and sales competition. It seems rather to have been measured by the number of growing acres you could control, plus the number of lines of machinery for conserving the crop, plus financial limitations, either owned or borrowed.

Therein has been your most grievous ill. To paraphrase Dr. Julius Klein, production has been geared to capacity, without regard for consumption or distribution. In this past year, nature interposed restrictions that reduced that production most noticeably, a reduction which you should have made voluntarily in the face of economic conditions.

You have produced in the grand manner. Then, judging from appearances from the side-lines, you have become appalled at what you did, have been overwhelmed at the magnitude of that production, and have dashed frantically into the market to sell, sell, sell, regardless of why or how or where.

It is in this selling panic that the food broker is most interested, and it is in the irregularity of selling methods that he is and has been most deeply concerned. Selling is the food broker's business. Recently it has appeared as if selling, to you canners, had been the casual, necessary evil which followed production. It has seemed that selling has been the last thought in your minds. That may sound harsh, but, come over on my side of the fence and look at what you have been doing for the past few years.

It is indeed encouraging, from our point of view, that this new movement for a co-operative sales corporation is receiving your consideration. I hope it is receiving serious, really thoughtful consideration. Be very sure of what you are doing or planning to do, before you are committed to action. I am not going to take your time to discuss or analyze the sales corporation. I do want to give you a layman's impressions for whatever they are worth.

All Products cooked SUCCESSFULLY, *ONLY* in RETORTS—*No Breakdowns!*
IMPROVED STEEL PROCESS RETORT.
Constructed to use either dry steam or open bath process.

MADE BY

ZASTROW MACHINE CO.
INC.
1404-1410
THAMES STREET
BALTIMORE - MD.
SUCCESSORS TO
GEO. W. ZASTROW

Let the Hydro Geared Grader take all your troubles off your hands.
The Hydro Geared Grader is fool proof. Just start it in the morning and know that it will grade your peas accurately, with no further attention all day.
We will be glad to tell you of many satisfied users, and you can ask THEM.

The Sinclair-Scott Co.
Wells and Patapsco Sts.
Baltimore, Md.

ARTISTIC LABELS

PLAIN.
VARNISHED.
EMBOSSED.

THE
SIMPSON & DOELLER
CO.
BALTIMORE, MD.

•
Unvarying
Quality

. . . EVERY H & D standard canned foods box is of the same unvarying high grade quality. Out of the millions of these boxes that have been used—not a single complaint has been registered—not a single failure has been reported.

Write for price list and samples

THE HINDE & DAUCH PAPER COMPANY
800 Decatur Street Sandusky, Ohio

HINDE & DAUCH *corrugated fibre* **SHIPPING BOXES**

H&D

First, as a movement to stabilize the industry on a profitable or at the worst, a non-loss basis, it is to be commended. Second, it is to be assumed that the entire plan, including documents, contracts, descriptions, etc., has been carefully considered by competent legal counsel. If not, I would recommend, as an individual, that you stop all activities until you have approval of counsel that what you plan to do and the method of doing it is entirely proper, and that it in no wise violates the spirit or letter of the law. I am not inclined to be ultra-conservative, my disposition is always for direct, positive action, but in respect to this sales corporation, I would most assuredly present the entire picture, frankly and in complete detail to the Department of Justice at Washington. You will probably not get approval, if it is all right, but you will certainly be warned of what may happen to you if you proceed, if it is all wrong.

The food broker is for any movement, properly conceived and properly executed, that will stabilize the industries in which he is interested, and which he is qualified to serve. That is why, I believe, he is glad to see this sales corporation under consideration. Mind you, I do not say that he approves it. Chances are, counting noses of individuals right now, he disapproves whole heartedly the concrete set-up as evidenced by the description and the agreement form now current. But he is glad to see some movement on the part of you men which indicates you have come to the conclusion that something must be done, and done right now, if this section of the industry is to carry on, stop losing money, and some day begin setting aside some real profits.

And that brings me to the nub of what I want to say to you here and now. Statistically, so far as canned peas are concerned, you are in better position now than you have been since 1927, to invoke the law of supply and demand, and get prices that will let you put away the red ink bottle for a little while at least. Statistically this is so. Actually and morally, you are not in any position to take advantage of the statistics, because since 1927, you have been indulging in sales excesses and liberties that have taken the control of the situation from your hands.

Maybe it began before 1927, perhaps did in isolated spots, but you haven't been selling your pack 100 per cent. You have been letting someone buy a very large percentage of it at the buyer's price, on the buyer's terms and you have had little to say about it. When you have had anything to say, it has usually been to those buyers who could be really sold and who have been placed at a disadvantage because they have not been able to get the terms, and discounts and concessions, and even that which you choose to call "the brokerage," that have gone to these special buyers for whom you have been working.

We are dealing with human nature here, as well as with economics represented by the law of supply and demand, and as well as with that which is far more vitally important, a sizeable element of the food supply of the nation. Because we are dealing with human nature, we cannot be sure that a sales corporation is going to effect a cure. We cannot be sure that anything will move to stabilize the industry, unless we are very sure that each individual unit in the industry honestly says and means, and lives scrupulously up to his word, that competition shall be clean, and untrampelled, and entirely devoid of special concessions to special customers. By special concessions I mean those discounts or rebates which are not earned or deserved by the nature of the transaction itself, which are secretly or covertly given or allowed, which are not allowed or given to all customers on the same basis.

To revert to first principles, and to bit\ spades, the food broker from an organization standpoint, does not presume to tell you how to run your business. If he, as an individual, is your broker, he will counsel and advise with you as to practices and ways and means. That is part of the service he should render you. You may pack what you please and you may sell it as you please. We believe and insist that no method has been devised for the sale of canned foods, as the industry now exists, that is as effective, as efficient and as economical as the method represented by the food broker. We further insist with all the force and earnestness we can muster, first, that you are not selling merchandise when you permit the buyer to purchase it as his dictated terms and prices; second, that since there has been no sale, since there has been but a purchase, no sales service has been rendered; third, that sales service only shall receive compensation, and that sales service rendered by the food broker shall be the only service compensated by the payment of brokerage; and fourth, only a food broker can earn a brokerage.

These four points bring into somewhat sharp relief the foundation of much of your grief. When a physician has found the basis of an illness, he can proceed, with the co-operation of the patient to a cure, if the ailment is known to be curable. In your case, the illness is curable. The cure is simple. Your honest co-operation is essential. It is up to you individually to exhibit the possession of the moral courage necessary to stop these practices in this industry which have made the industry so flabby these many years.

The question then is—do you really want to get the control of your business back into your own hands? If you do, you are going to have to do some house-cleaning, and I do not mean that you are to start cleanings your neighbor's house. Look to your own door step—see first that it is clean. First, sell your merchandise. You be the one to dictate the price and the terms, and the selling policy which must be fair to all. Second, don't you pay anyone a single red cent for a sales service unless that service was rendered. You may be able to sell direct on occasion, and when you do, you will have earned the right to keep the sales compensation. You may recall the resolution of the National Canners Association a year or so ago which defined brokerage, which is to say pay for selling, as an element of cost, not of price.

Third, when some agency actually makes a sale for you, then you may properly, and certainly should pay that agent for his work. Do not misunderstand me—you cannot interpret my use of the words "agency" and "agent" as synonymous with some of these offices styled agents, companies, corporations, etc., established for the sole purpose of buying your products for individual companies, or groups of companies.

Fourth, pay brokerage only to the food broker, who alone can earn it. To allow a so-called brokerage to a buyer, direct or thrugh his representative is subterfuge, without economic or moral basis, and is the beginning of price concession which leads to the depressed condition in which your market now finds itself.

We thus reach this conclusion. You cannot buck the economic law of supply and demand, nor can any one. Excessive surpluses always spell depressed prices, especially if the fiscal position of the industry is weak. Then, gear your production a little more accurately to the possibilities of consumption. This step alone will have a tendency to remove the desperation of selling panics which lead to price concessions.

Your next step is to consider the question of distribution with more searching deliberation. Your pack is no good until it is sold, and is well on its way toward consumption. Determine now, once and for all if you will sell your pack, or if you prefer to continue to have it bought at the buyer's price and terms. You know very well that you cannot survive unless you can control your selling price, within the certain limits imposed by competition. The day is gone when the buyer had a personal and friendly interest in your welfare and prosperity. He is interested in the price which gives him the greatest opportunity for profit margin on his resale.

When you have determined upon controlling your sales, look to your sales agency. If you believe that you can maintain your prices and get satisfactory distribution with an internal sales organization, hop to it. I'm for you and so are all of the brokers. You will find that it will cost you somewhere between 10 per cent and 25 per cent of the gross to maintain such a sales organization.

Our advice is that you make use of the existing sales agency that is nation-wide, effective, efficient and economical, the food broker as represented by the membership of the Association I have the honor to represent. You can purchase the services of this organization for a definitely pre-determined cost. You can make it work for you. It does not cost you a cent until the sale has been made, and even then the brokerage is but a fraction of the cost of an independently maintained sales organization.

You have a choice of two methods. You may select a broker as your sales representative in each of the principal distributing centers you desire to reach. You may work with the Wisconsin Field Brokers Section of your own association. Our Association as such pleads the cause of neither. The choice is yours, but, having made the choice, stick to it to the last case. When you have assured yourselves on the question of the propriety of the proposed sales corporation, use it as a valuable adjunct to your sales plans, but again I say, be very sure you know what you are doing, and then stick to it.

One word about field brokers, so-called. There are several firms operating in the state, or in co-operation with your plants. Most of them are members of the field brokers section of your association. Of these, the majority are members of our association. Our members of that group are doubly pledged, to you and to us, to wipe out the destructive evil of brokerage splitting, which is the beginning of greater evils. The broker who is a member of neither group is on the outside either voluntarily or because he cannot get in. He may or may not be functioning ethically. We have only suspicion to guide our thoughts as to why he has not stood forth to be counted as pledged to fair methods. So, why take a chance?

Now just one final word about brokers, generally speaking. They are not perfect—generally speaking. Neither are you. With them as with you, we have that human nature element

BRANCH: DETROIT, MICHIGAN
WHOLESALE CATALOGUE ON REQUEST

BETTER SEEDS

FOR BETTER PACKS

We Are Leading Growers of

CANNERS' SEEDS

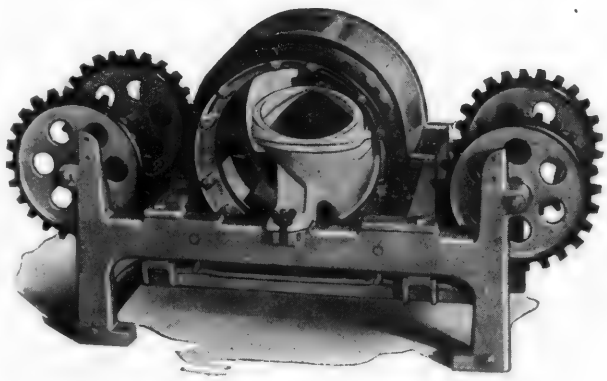
CATERING TO THE BEST IN THE INDUSTRY

PEAS, BEANS, SWEET CORN
TOMATO, PUMPKIN, SQUASH
CUCUMBER, CABBAGE, SPINACH
PERFECTED DETROIT BEET

For Prompt Shipment or Future Contract

The Best Stock of Detroit Beet in America

JEROME B. RICE SEED CO.
Cambridge, N. Y.



One Story or Five

Whether you elevate your peas one story or five the HANSEN SANITARY CONVEYOR BOOT will handle the job. Hansen Conveyor Boots have unequalled capacity, do not crush or waste peas and never jump out of time. They are bronze bushed throughout and built to run for years. Many of the first Hansen Boots are still in use.

Hansen ALL STEEL Conveyor Buckets are unbreakable and have replaceable end bushings.

MASTER-BUILT TRADE HANSEN MARK MACHINERY — HANSEN CANNING MACHINERY CORPORATION

CEDARBURG, WISCONSIN

I spoke of a little while ago. You will find the better brokers of the United States and Canada in the membership of the National Food Brokers Association. (*) If you believe that there is something the matter with one of your brokers, find out what the trouble is. It might be your fault. If it isn't, then consider what one of our leading members wrote to one of his principals on this subject. Said he:

"We are of the opinion that there are good sound brokers in every market, and when you find that the service rendered by the broker you have selected is not in accordance with your wishes, you should look for another representative, and not be inclined to criticise the entire fraternity on account of the short-comings of one."

Consider distribution. Select your sales representative, the food broker, with the same thoughtful care you use in the employment of any other member of your organization, or in the purchase of supplies and machinery. Having selected him, get acquainted with him. Don't think of him merely as a letter head, or a telegraph form, or the voice at the other end of the telephone. Learn at least what he looks like. And having done this, stick to him, co-operate with him, take your troubles and your joys to him, so that he may co-operate intelligently with you, and really become a sympathetic part of your organization. You will be surprised how marvelously well this will work out. You will be disappointed if you do not whole heartedly and sincerely make it possible for him to give you his understanding and loyal support and co-operation. This support cannot be had if your broker feels that in some cases you are paying a so-called brokerage to a buyer, or his dummy agency, even if that buyer is at one end of the country and the broker at the other.

Then, if that does not work out in any particular market or section, find out why. If the broker is at fault, by all means fire him, and get another. "There are good, sound brokers in every market" and the good, sound canner or any other manufacturer, can have and will sooner or later get, such a sales representative. First, be sure you yourself are right in purpose and in spirit. Second, give thought to distribution, and measure your production thereby. Third, build the right kind of sales organization and be loyal to it. Fourth, tolerate no disloyalty or bad practice in any unit of your sales organization. It will naturally follow that our gray hairs will come from the passing of the years, less than from worry and constant indulgence with the red ink bottle.

Chairman Weix complimented Mr. Fishback on his splendid address, and requested that the Secretary send a mimeographed copy of this to every member in the Association.

He then called for a report of the various Committees.

REPORT OF RESOLUTIONS COMMITTEE

Your Resolutions Committee submits the following report and recommendations:

1. RESOLVED that the Advisory Council established last year, has been of benefit to the industry, and that the Advisory Council be continued indefinitely.

2. RESOLVED that a uniform Growers' Contract be formulated and submitted for further action, covering the legal structure and foundation, but that the details of grading, sizing, and prices be left to the individual canner.

3. RESOLVED that the Wisconsin Canners' Association approve the plan of operating the Sales Corporation, in close co-operation with the Executive office of this Association.

4. RESOLVED that we approve of and heartily appreciate the work of the faculty of the College of Agriculture of the State University, in their research work on corn breeding, and also of the splendid support to this work given by the Waupun Canning Company, the Hansen Canning Machinery Corporation and the always helpful American Can Company.

5. RESOLVED that we go on record as expressing our appreciation of the financial support given to the National Canners' Association advertising program, by the American Can Company and the Continental Can Company.

6. WHEREAS, Mr. A. A. Burr, father of our Executive Secretary, who has been an active member of this Association for twenty-eight years, and whose genial presence we miss at this 1931 convention, is confined by illness to a Madison Hospital;

BE IT RESOLVED that the sympathy of this organization be extended to this loyal member and that a copy of this resolution be sent to Mr. Burr at the hospital at which he is convalescing.

7. RESOLVED that this Association express its deep appreciation of the work of our Executive Secretary and pledge him our continued loyal support.

Respectfully submitted,
H. M. Seippel
C. A. Friday
C. O. Davidson
G. J. Coxe
H. A. Verhulst, Chairman.

REPORT OF THE AUDITING COMMITTEE

The Auditing Committee recommends that the practice of having Association accounts audited by a certified public accountant be continued and a report of such audit sent to each Association member.

We further recommend that the By-Laws of the Wisconsin Canners Association be amended to allow the Board of Directors to levy a special Assessment in emergencies with the consent of a majority of the members present at any regularly called meeting.

Respectfully submitted,
W. I. Berg, Chairman.

REPORT OF MEMORIAL COMMITTEE

WHEREAS:

During the year just past it has pleased the Almighty in His wisdom to take from among us—

Royal F. Clark
A. C. Friday
Philip Binzel
James Mathson

BE IT RESOLVED, That we, as an association, express to their families our deep sense of loss, and that a copy of this Resolution be sent to them and a record of same be placed on the records of our organization.

W. I. BERG
W. F. KELLEY
EDWARD HAND

GENERAL SESSION

Thursday Morning, November 12th, 10:00 A. M.

PRESIDENT WEIX introduced Dr. Z. I. Kertesz of the New York State Agricultural Experiment Station, Geneva, who reported on experiments in holding shelled green peas in storage before canning.

Dr. Kertesz said these experiments were made to determine factors effecting quality of canned peas. The most important factor is that of harvesting. The experiments were carried out as near as possible on a commercial scale. The peas were canned at the Geneva Preserving Company plant at Geneva, New York.

Peas were sifted and only No. 4 sieve were used in conducting experiments. Those peas which were blanched and held in storage at 30 degrees, they were able to hold for 120 hours before a very low quality pea resulted. Those peas chilled without blanch and stored at 30 degrees, they were able to hold for 72 hours before they turned to very low quality. Those peas stored at room temperature were of very low quality after six hours, and at 20 hours were unfit for human consumption.

The sugar content of the blanched and chilled peas remained high for quite a long period; peas chilled without blanch, the sugar content was lessened much more rapidly, and of those stored at room temperature, the sugar content was destroyed very quickly.

Mr. Paul M. Williams, Senior Marketing Specialist, U. S. Department of Agriculture, then discussed Federal Grades and outlined the Federal Grading Service. He stated that the Federal grading for fresh vegetables was started in 1917, and that year they graded 6,006 cars of fresh fruits and vegetables. The work has grown to the extent that in 1930, 373,000 cars of fresh vegetables and fruits were graded, which shows the possibilities for the grading of the canned product.

Mr. Williams explained that all of the inspectors are thoroughly trained in the work, and all must have quite a number of years of grading experience before they can qualify to grade the canned product, when they are thoroughly trained to handle this new work.

Mr. Williams was asked if he had come in contact with much sub-standard canned foods. He said that he had in fact found quite a lot of it in the thousands of cases that have been inspected.

He introduced Mr. E. P. Bostwick, who is in charge of the Chicago Inspection Station at 110 N. Franklin Street.

Mr. Bostwick stated that he was pleased to be presented to the convention in this manner, so that every one would know him. He invited all the canners to take advantage of the ser-

vice, and stated that he would be glad to see them at his office and explain anything about the service which they did not fully understand.

CUTTING EXHIBITION

Immediately following the morning session, Thursday, November 12th, Mr. Ralph Cover of the United Company, Baltimore, cut 133 samples of Whole Grain Corn, which was a representative pack of practically all of the whole grain corn canners in the country.

Dr. Kertesz of the New York Experiment Station, cut several samples of Peas canned from his experiments, with holding shelled green peas in storage, and Doctors Neal and Brink cut several samples of their test with Hybrid Sweet Corn. Some samples of English packed peas, were also cut for comparison, and examination.

Mr. Cover's samples were certainly an interesting lot and were given much attention by every one present. Dr. Kertesz' samples bore out the results of his experiments as outlined in his talk, as did those samples of Doctors Brink and Neal. The English Peas which were opened, we understand, were canned without blanching, ungraded for size, and with added color. Their color was a deep green and the liquor muddy. The taste was of a very matured pea.

ELECTION OF OFFICERS AND DIRECTORS

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Secretary—C. P. Sampson, Oconto Falls
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Secretary—W. F. Kelly

BEAN SECTION

Chairman—T. E. John
Secretary—Norman Sorensen

BEET SECTION

Chairman—Earl Goelzer
Secretary—J. C. Farley

ENTERTAINMENTS

ON Tuesday Evening, November 10th, at 8:30 P. M., through the courtesy of the exhibitors, a vaudeville entertainment, dancing and buffet supper was given the entire Association and guests, in the Crystal Ballroom of the Schroeder Hotel.

There were approximately 20 high class acts of vaudeville under the direction of Miss Lois James.

During the four intermissions, several dance numbers were played by the orchestra, and every one, young and old, took part in a jolly get-together dance.

Everyone thoroughly enjoyed the evening.

THE ANNUAL BANQUET AND DANCE

At 6:00 P. M. on Wednesday, the annual Banquet and Dance was held. Mr. Harvey R. Burr, Executive Secretary of the Association, was Toast Master. He introduced Messrs. Mark C. Hutchinson, Vice-President of the National Canners Association, and Paul M. Fishback, Secretary of the National Food Brokers Association, who brought greetings from their respective Associations.

The Program had announced that Count Anton Carlson of Stockholm, Sweden, a country long famous for its fisheries, and especially its Sardine canning, would be present and address the Convention. As a result, everyone was on the quivive to see, and if possible, meet the Count. No one was more anxious in this respect than a leading reporter of The Milwaukee Journal, who had importuned the officers and all connected with the Association, to be permitted to meet the Count and interview him. After spending the better part of a day, the reporter was rewarded and secured not only the coveted interview, but a very good picture of the count, both of which were reproduced in its issue of Thursday, November 12th.

The Count addressed the banqueteers upon introduction of the Toast Master, and as he largely repeated the material of the interview, we quote from The Milwaukee Journal of that date:

"We Swedes do a great deal of fishing," said the Count. "That is one of our biggest industries. The fish don't know anything about depression, so they continue to get caught. As a result, we're comparatively well off."

"The canning industry is not nearly as far developed in Sweden as in the United States. Most of our canning is in fish and very little in vegetables, which are among America's leading canned products. We can sardines, cod, herring, eels and anchovies. Anchovies are smaller than sardines and as a canned product these fish are served as appetizers. They are put up in tubes just like shaving cream."

"The United States is our biggest market. Does the high tariff bother us? Oh, you do have a tariff over here! But we sell all our goods f. o. b. Sweden and then we don't care what American or anyone else does about it."

"About fighting! Sweden has had opportunities to fight, but it does not find any real reasons. Norway and Denmark are just like us. Take, for instance, the case of Iceland when she wanted independence from Denmark. King Christian of Denmark said 'Sure you can have independence.' Iceland took it, but she couldn't succeed and asked to be taken back. King Christian said, 'Sure, we're happy to have you return and to pay your losses while you were free.' If William II of Germany had been in the same position, he'd have sent a battleship to Iceland and the fight would have gone on forever."

"Finally, we live leisurely in Sweden. We don't want to be hurried. We believe in heavy housekeeping and not light housekeeping and we like to eat four or more meals a day."

As an entertainment feature of the Banquet, Axel Christensen, a well known impersonator and musician of Chicago, and who has entertained numerous canners' conventions in recent years, was engaged, but his appearance was so delayed that Toast Master Burr became worried and asked those near the door if they had seen anything of Mr. Christensen. As the search was made, Count Carlson suddenly rose and asked "Is that Mr. Axel Christensen, my fellow countryman, at the door?" And a member standing there, responded "No." With that the Count suddenly pulled off his wig, removed his moustache and said "Well, possibly, this is he." And so it was. Axel Christensen acting Count Carlson to the mystification of the banqueteeres, and of the reporter as well.

The entertainer then went on with his always enjoyable song and dance program, with good stories told in various dialects.

Immediately following this, the tables were cleared and Mr. J. H. McConnell took charge of the balance of the program.

It being Armistice Day, all of the ladies were furnished with paper Red Cross Nurse Hats and the men with Overseas Caps, and prior to the dancing the orchestra played Martial airs, to which every one joined in the march about the Ballroom.

Mr. McConnell is gifted with a knack for making every one acquainted, and he used this to such a degree, that before the evening was half over, the gathering was as one big family.

Miss Marian Bergen, the genial young lady who takes a very active part in these Association affairs, coming from its office in Madison, was unanimously adjudged the "Queen of the Ball" and presented with a beautiful bouquet. Her praises were sung far and wide, even from New York State and other points East were loud and long. Yes, we too were in hearty accord with the selection.

SOME KRAUT EATEN

THE National Kraut Packers Association recently put on a Kraut Eating Contest for young folks, and Leonard Johnson, a 16-year-old Chicago boy, won it by eating five and one-half pounds of kraut in ten minutes!! Photos showing the various transactions, and of the winner on "the homestretch," accompany the story; but somehow the episode lacks appeal; sort of leaves a bad taste in the mouth, and that is unfair to good kraut—a misrepresentation. What kraut needs is not high speed stuffers, but widespread, steady consumers. This contest represents misapplied energy.

Better Profits

A department devoted to the consideration and discussion of sales questions of every kind, and to every phase affecting the sale and distribution of canned foods; therefore, of utmost importance to every canner, because on your sales depends your profits. Improvement in selling methods must result in better profits. Conducted by an Expert of long experience, but whose identity will be kept hidden.

QUESTIONS INVITED, AND YOUR OPINIONS WELCOMED.

IF you were to call on Wholesale Grocers day after day you would be surprised to hear one after the other refer to "These times" or to hear them say, "We have got to do so and so this year of all years."

Probably 1932 will be another one of those years in which we will have to do all we can to distribute our packs economically from the consumer's standpoint and profitably from ours.

Already you can see signs pointing to a return to sanity by the canners and ideas advocated by this column for the stabilization of the 1931 pack are being put into operation by varied interests in widely separated parts of the country.

The Coast Salmon packers are lined up in a sales organization, the blueberry canners of Maine are working together too.

Sooner or later, the corn, tomato and pea canners will realize they can not spend all their thought, energy and initative in packing their crops but they must give more attention to the marketing of their pack in an orderly way.

In order to do this, sectional differences must be laid aside, professional jealousies will have to be forgotten, paid secretaries will have to give up a lot to other secretaries, receiving only a little from them and above all else, the largest and smallest canner will have to meet on some common ground of endeavor.

The suggestion often given by this column and stressed elsewhere in our recent issues that the canners will have to get together in advertising their packs is all well and good but advertising will never do the job alone.

True, it will create consumer demand which will help a lot but it is going to help first the fellow who has always been a little outside the inner circle.

Each commodity group must have a strong, guiding sales head and best results will be obtained if there is such a head in each state.

I can hear any amount of readers say at this point, "What we need is some plan whereby our packs will be carried until they can be marketed at a profit," but I repeat as I have often said before, any plan for financing a pack will only be as successful as the plan for marketing it.

Sales must come before anything else after quality has been packed in the can.

The Home Defense League, 5050 Joy Road, Detroit, Michigan, has gotten out some mighty fine literature which may well be copied in form and substance applicable to the particular state issuing it, it will pay any canner residing elsewhere to write to them for their four page, six-fold leaflet, "Facts about Food."

Any canner in Michigan who is a member of the League or who has contributed to it can feel proud of his connection.

These leaflets have been distributed among the retail and wholesale grocers in Detroit at least. No doubt many consumers have read them and been influenced by them to demand products packed in Michigan.

Now get this!

I was given a copy I have by a wholesale grocer who had just finished pricing a line of canned foods to a customer and while doing so, stressed the fact the line was packed in another state.

Do you get it?

Why, it's simple.

The leaflets were well conceived, distributed where it was thought best and no sales head of any sort was at all concerned in the matter.

If any canner reading this article has ever sat down by a buyers desk and said, "Bill or Bob, you want to handle my line because we are both working together to make our state a bigger and better one" let him raise his hand.

I don't see so very many hands!

Except among a few progressive spirits, there never has been any sales policy except, Get the business, clear our warehouses, no matter how or where we ship.

Countless canners are paying good money for figures concerning first the acreage, then the pack and then they go out and do the best they can to dispose of their pack and not on solitary constructive, sales suggestion has been made by them to anyone in a position to be disinterestedly helpful.

Getting back to the leaflet urging consumers to buy products raised and packed in the state where grown, I realize Coast fruits and Michigan cherries can not all be consumed in the state where they grew but a lot of waste haulage can be avoided in other items now sold wherever the opportunity is offered.

Yesterday I was served baby lima beans in a West Virginia hotel.

They had been grown in the East, shipped to Chicago, re-shipped to West Virginia.

Just as good baby limas are grown within less than 300 miles of the point where the smiling waitress brought me the dish to which I refer.

As you get time to do so this fall, think this matter over.

Write down the points to which you ship your pack, then list opposite those to which you make no deliveries.

Surely you are skipping some logical markets.

When you realize this, consider carefully, getting together with at least a few neighboring canners for the purpose of having the sales of all analyzed by some disinterested outside party who will tell you where you should reasonably expect to sell your pack at the lowest price to the consumer and with the largest profit to yourself.

If you do not have a sales force but depend on brokers for movement of your pack, discuss freely with them, this idea of selling more goods nearer home.

Until you form a sales group, go it alone along the line that in 1932 you are going to sell in your own back yard and are going to let the other fellow do likewise.

But remember, if the canners of Michigan had been operating under a common salesmanagement when the Home Defense League circular was circulated, they would have been advised by that sales head just where and to whom they stood the best chance of selling their pack.

Furthermore, that common sales head could have brought a lot more pressure to bear on the jobbing trade of Michigan than any individual canner could exert, no matter how large his volume.

After all, numerically or in larger numbers by far, most canners are packers, they are not salesmen.

When commodity groups and subdivision of canners by states are working under a sales head who is thinking of nothing but their sales and distribution problems. then they will be in a position to ably assist such an advertising program as the industry is engaging in at present.

They will at last be on the road to more profitable distribution of their packs.

COME MEET THE GOVERNOR

THE Tri-State Packers Association, to be held at the Lord Baltimore Hotel, Baltimore, December 16th and 17th, will have not only all the usual canner convention attractions, including the discussion of matters of vital importance to every canner—and never more important than right now—but we are to be honored on Wednesday afternoon, December 16th by the presence of Governor Ritchie, the outstanding Governor of the country, and possibly the next President of this country.

At the dinner Monday evening Mayor Jackson of Baltimore will be our guest. So you will be in distinguished, as well as mighty good, company when you attend this year's Tri-State Convention.

The Get Together Committee, composed of Harry W. Krebs, chairman, James F. Cole, treasurer, and Robert (Bob) A. Sindall, secretary, is preparing an enjoyable evening, following the excellent banquet.

Couple all this with the many important canning problems and you'll be present unless you have a broken leg.

TRADE-MARKS

Following are trade-mark applications for canned foods and fresh and dried fruits and vegetables pending in the U. S. Patent Office, which have been passed for publication and are in line for early registration, unless opposition is filed promptly.

For further information address Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, 600 F Street, N. W., Washington, D. C.

As an additional service to its readers, The Canning Trade offers an advanced search free of charge on any mark they may contemplate adopting or registering.

EARLY DAY, and prarie schooner design, fruit preserves, jellies, mustard and mayonnaise. Use claimed since February 1, 1931. Manhattan Products Co., Manhattan, Kansas.

SILVER SALAD, canned combination of grapefruit and Hawaiian pineapple. Use claimed since January 9, 1931. Florida Fruit Canners, Inc., Prostproof, Florida.

ASHOKAN, canned fruits, canned vegetables, canned berries, canned sauer kraut, canned succotash, etc. Use claimed since March 26, 1912. Everett & Treadwell Company, Kingston, N. Y.

VIRGINIA GOLD, peanut butter. Use claimed since December 30, 1930. C. S. Marston, Jr., doing business as C. S. Marston, Jr., Co., Los Angeles, California.

MASIA LISETTE, canned fish. Use claimed since August, 1931. Victor M. Calderson Co., Inc., New York, N. Y.

CASA NAPOLI, home made spaghetti sauce, caruso style. Use claimed since September 19, 1931. Niglio & Mechetti, Rochester, New York.

BALTO and dog head, canned peas and corn. Use claimed since February 4, 1926 by Louis Sachs, Baltimore, Maryland.

SQUAB, canned fish. Use claimed since September 16, 1931, by Coast Fishing Co., Wilmington, California.

LA FLOR DE CALAHORRA, canned spanish pimientos, pimentos, etc. Use claimed since July 1, 1931. Paddock & Fowler Company, Inc., New York, N. Y.

YAMA YAMA, syrups, fruit preserves, jellies, marmalade, etc. Use claimed since April 1, 1931.

POOR BURGLAR

"Just think! While I was out with some of the fellows the other night, a burglar broke into our house."

"Did he get anything?"

"I'll say he did—my wife thought it was me coming home."

THE BOOK YOU NEED ! !

"A Complete Course in Canning."

5th Edition *386 Pages* *Price $10.00*

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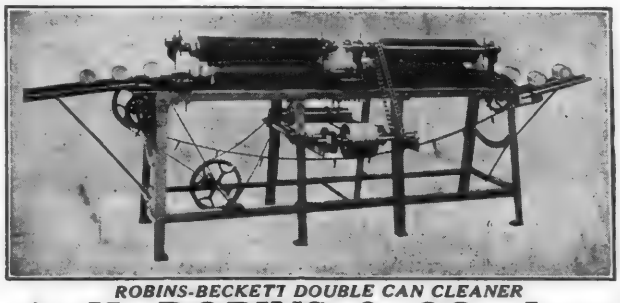

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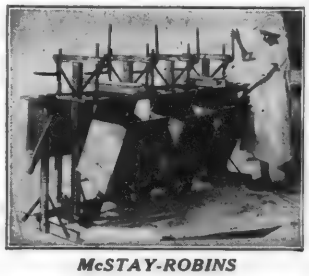


McSTAY-ROBINS BOX SEALERS

A. K. ROBINS & CO., Inc., Baltimore, Md.

ROBERT A. SINDALL, *President* Write for catalog HARRY R. STANSBURY, *Vice-Preside*

What Canned Foods Distributors are Doing

Revised Rail Rates on Canned Foods in South Approved by I. C. C.—Canning Held Most Practical Method of Preserving Food by U. S. Health Head.

REVISED Rail Rates on Canned Foods in South Approved by I. C. C.—The Interstate Commerce Commission has approved, in the main, the suggestions of railroads to cancel commodity rates on canned goods shipped within southern territory and between it and the North and to establish seventh-class on these commodities.

The commission's schedules, which were originally planned to take effect last January, contained both increases and reductions to shipping rates. However, they have been suspended pending investigation. The new rates would become effective February 22, 1932, within 30 days' notice.

The carrier's proposal was found justified except in some instances where it would result in departures from the long and short haul rule to destinations in North Carolina and to certain Wisconsin points. Reasonable rates were prescribed by the commission for the Wisconsin points while the North Carolina schedules were ordered cancelled.

Commissioners Lee and Tate dissented with the former order, asserting that the majority action places these rates on the same percentage as first class, which rate generally applies in central territory and in the Southwest areas. Commissioner Lee further pointed out that the existing rate relationship is such that Southern canners are unable to compete for business in the North.

"At the same time," he continued, "canners in the North are dumping large quantities of canned goods in the South, where it might be expected that the Southern canners would have an advantage. In the face of this situation, the majority approves many increases in the South, and from the South to the North, while making many reductions in the rates from the North to the South."

The proposed rates are, on an average, lower than the current rates now in effect on canned foods between Southern points. They would increase the rate from points in the Mississippi Valley and from Tennessee to certain destinations in Southeastern territory. Certain rates would be raised from competitive points. Substantial cuts are proposed to destinations in the South from points in official territory, which embraces most of the East, and to Ohio River crossings, Virginia cities, South Atlantic ports and Gulf ports.

Canning Held Most Practical Method of Preserving Food by U. S. Health Head—The tin can is the most practical commercial container yet devised, Hugh S. Cumming, Surgeon-General, Bureau of the Public Health Service, Department of the Treasury, declared recently in commenting on the canning of foods from the standpoint of public health.

"No food container yet invented is ideal for all products," Mr. Cummings said. "Some foods are better in tin and some in glass, but the tin can is the most practical commercial container yet devised."

"The glass container has the great advantage, from the consumer's standpoint, that it is transparent; but it also has disadvantages, due to its cost, excessive weight and ease in breaking," he pointed out.

"Canned foods, on account of being sterilized at high temperatures in tight containers, are rarely the cause of food poisoning," Mr. Cumming declared.

"Careless handling or improper storing of food in the kitchen after the can is opened may result in infecting canned foods, or any other foods for that matter," he continued, "but canned food. on account of the convenient size of the containers in which it is packed and the slight necessity of handling or storing it after it has been opened, is less liable to such infection than other foods.

"All foods are more or less perishable in their nature—a characteristic which distinguishes all animal and vegetable products. Modern processes of food sterilization, such as canning, drying, cold sttrage, salting and pickling, are simply various means devised for preventing or delaying the spoilage of foods.

"At the present time, approximately 200 varieties of food are canned," Mr. Cumming stated.

"The simplest and most comprehensive statement regarding the nutritive value of canned foods are simply cooked foods, and have the wholesomeness and nutrivtive of freshly cooked food. The preservation of foods is indispensable to supply the essential dietary constituents under modern social and economic conditions."

In commenting upon precautions to be observed in storing canned foods, Mr. Cumming pointed out that many kinds of canned foods will keep for years without appreciable deterioration.

"Canned foods should be stored at as low a temperature as is practicable. For foods canned in glass, the storage place should be dark, in order to prevent bleaching and loss of flavor in the food from exposure to light. In the case of foods canned in tin, the storage place should be dry and protected against sudden changes in temperature that might cause condensation of water on the cans, with resultant rust spots that will gradually corrode through the tin plate until the can is perforated. If cans must be stored in a cellar that is not dry, it is best not to place them directly on the floor, but a few inches above it.

"Many kinds of canned foods will keep for years without appreciable deterioration, if stored in a cool, dry place. Some foods, particularly acid products, slowly attack the tin container and gradually suffer a loss of color and flavor. The higher the temperature, the more rapidly such action takes place. In such acid foods, the action of the acid on the tin plate may cause a leak in the can or gradual development of sufficient gas to cause bulging of the ends of the cans, even though the contents remain sound.

"While freezing does not affect the wholesomeness of canned foods, it injures the appearance and flavor of some foods. Frequent freezing and thawing are much more injurious to the appearance of the foods than allowing them to remain frozen continuously. Overheating in storage is also bad, and it particularly injurious to foods of an acid character like fruits, for the reasons above stated.

"In short, stocks of canned foods should be kept only in dry storerooms or cupboards, where the temperature is fairly uniform, and, if possible, not over 70 degrees F., preferably lower. Avoid exposing canned foods to freezing temperatures. The freezing of canned foods may possibly cause an expansion of the contents that the seams may be opened, permitting the entrance of sufficient air and bacteria to cause spoilage.

"Although certain food products are subjected to very high temperatures in commercial canning, the thermolabile vitamins (those affected by heat) are not as greatly affected by that process as by cooking in the home, because in the former instance the heating is applied in the absence of oxygen, while in the home cooking these substances are heated usually by boiling in open pots. The oxidising action on vitamins is faciliated by the application of heat in the open air, hence the greater destruction of vitamin content in home canning. Fortunately, a large number of home-canned food products are rich in their essential vitamin content to such a degree that their food value is not greatly reduced by oxidation incident to heating in the open.

"Under modern conditions of life, it is necessary that foodstuffs be preserved. Canning is one of the most dependable and widely used methods to preserve foods that will not keep in their natural state."

The aid extended to the nation's food consumers by the canning trade is pointed out by Mr. Cumming, "the development of present-day methods of canning to their present high state of perfection contributed much to improved nutrition among those whose diet includes canned articles."

THE CANNER WILL GO FORWARD OR BACKWARD IN JANUARY!

IN the latter part of the last century—1890 to be exact—a handful of men got together at the Sherman Hotel in Chicago. They were canning machinery and supplies men, meeting as a body for the first time. Their express purpose was to work together for the good of the industry.

They had few machines to exhibit in those days. Corn was husked by hand. Pea-viners were unknown. The retort was about the only piece of equipment used in 1890 and today. And how those old boys pointed with pride to the retort reposing in the center of the old Sherman House lobby.

Faithfully each year, for more than four decades, men engaged in this industry have met, exhibited their most improved machines and supplies, and discussed their common problems.

At these annual exhibitions, the canners throughout the United States are shown equipment and supplies that aid them greatly in their endeavor to pack quality foods and, naturally, they prosper thereby.

This year there will be held what is perhaps the most important convention held for many a year. There will be more new machinery and supplies on display than the canner has seen for some time.

Considering the conditions which have been unfavorable to many packers in 1931, it will behoove them to make special efforts to attend this year's show. It naturally follows that the most wide-awake canners, those who are in touch with newest developments, are those who prosper most.

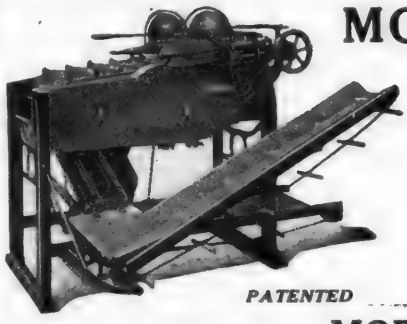
An unusually interesting book, telling of some of the new and outstanding exhibits, will shortly be mailed out by the Canning Machinery and Supplies Association. To make sure you receive a copy, however, write the Secretary of the Association, 549 West Randolph Street, Chicago, for your book.

TOMATO CATSUP SALES IMPROVING

SINCE the recent advance by the packers of Tomato Catsup jobbers evidently are beginning to realize a real shortage exists as orders of a better volume has been in effect for the past week. This move will no doubt have a tendency to still further strengthen the present strong condition of quality Catsup.

ANNOUNCEMENT

It is our pleasure to announce to our customers and friends the appointment of Mr. A. F. Haven as general sales director. Mr. Haven has had a broad and successful experience of many years in the national distribution of high class food products. We, therefore, feel that the future of Hart Brand canned food sales is in capable hands. W. R. Roach & Co., Grand Rapids, Michigan, November 10, 1931.


PATENTED

MORRAL BROTHERS

MORRAL, OHIO

Manufacturers of

THE MORRAL CORN HUSKER

Either single or double

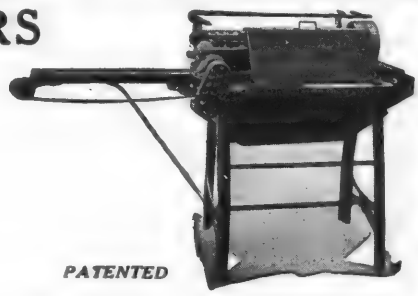
THE MORRAL CORN CUTTER

Either single or double cut

THE MORRAL LABELING MACHINE

and other machinery

It will pay you to write at once for our prices and further particulars.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MORRAL BROTHERS, Morral, Ohio

BROWN BOGGS CO., Ltd., Hamilton, Ontario, Sole Agents for Canada

Adhesive Specialists

If you have any unusually different problems in connection with labeling or sealing, consult our specialists. They will recommend the best adhesive for the purpose, or compound one especially suited to your needs.

Types and grades suited to all operations in the canning industry—for tin, glass, fibreboard, etc. Ask for details, prices, and samples.

The F. G. Findley Co.

Adhesive Specialists

Milwaukee, Wis.

Wanted and For Sale

This is a page that must be read each week to be appreciated. You are unlikely to be interested every week in what is offered here, but it is possible you will be a dozen times in the year. If you fail to see and accept your opportunity your time is lost, together with money. Rates upon application.

For Sale—Machinery

FOR SALE—New Copper Steam Jacketed Kettles and Mixers, twelve sizes - 15 to 500 gallon. Also 25 and 50 gallon Tilting Kettles. Always in stock, all extra heavy, tested 225 pounds pressure. Buy new kettles that carry a responsible manufacturer's guarantee. Also new Copper Pulp Coils in stock, for 1,000 gallon tanks. Hamilton Copper & Brass Works, Hamilton, O.

Kettle Manufacturers . . Established 1876

Oxidation of machinery sounds like a new article - but it's machinerys' greatest enemy, RUST in a new dress. The one sure way is to completely cover all your equipment with C.M.C. the positive & protective coating and NOW is the time, not next spring.

F. H. Langsenkamp Company, 229 E. South St., Indianapolis, Indiana.

Wanted—Machinery

MACHINERY WANTED—Compound applying Machine and Drying Machine for use with Gold Seal Compound. Send details to

National Can Co.,
Uphams Corner Station, Boston, Mass.

Wanted

WANTED—Representation of canneries to jobbers, chains and buying exchanges in Northern California. Nineteen years experience wholesale grocery, canning and brokerage business in California. Opening new offices; do you want new blood; new enthusiasm; prompt efficient and dependable service. References all buyers; correspondence solicited.

Clyde LeBaron, 16 California St., San Francisco, Calif.

For Sale—Tomato Pulp

FOR SALE—Tomato Pulp. Several cans of strictly whole tomato pulp, of good color and fine flavor, in five gallon cans. Car loads only.

W. L. Jones Food Co., Pemberville, Ohio.

Help Wanted

CANNED FOODS SALESMAN WANTED—To call on the distributors in Ohio, Michigan, Pennsylvania and New York. Immediate employment to satisfactory man.

Address Box B-1829 care of The Canning Trade.

Situations Wanted

WANTED—Executive Position by Accountant experienced in canned foods, costs, statements, income tax reports, all office detail and management, correspondence. Exceptional references.

Address Box 5, Greensboro, Md.

POSITION WANTED—As Superintendent by packer of general line of vegetables; beans, peas, tomatoes, corn, beets, kraut; and other lines. Wide experience in all phases of management, production and mechanics. Prefer yearly, but will consider seasonal proposition.

Address Box B-1832 care of The Canning Trade.

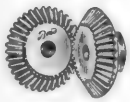
WANTED—Position as Manager or Superintendent by one experienced in management, packing, etc. Have handled all fruits and vegetables, tomato products, jams and jellies. Have also had some selling experience and will consider proposition with brokerage, machinery or supply house.

Address Box B-1833 care of The Canning Trade.

WANTED For California cannery, competent Eastern packer, capable of taking full charge as Superintendent of plant, with complete knowledge how to pack Tomato Products, Beans of all kinds, small Vegetables (no Corn or Peas), and Fruits, Total season's pack averages 250,000 cases. Write giving previous experience and references. Do not apply unless you believe you can handle position.

Address Box B-1834 care of The Canning Trade.

GEAR, SPROCKETS, TRANSMISSION



Service to machinery manufacturers and the canning industry.

We maintain a large assortment of stock gears and are equipped to furnish sprockets, gears, and silent gears on short notice.

SLAYSMAN & COMPANY
Manufacturers of Industrial Gears.
801 E. Pratt St., Baltimore, Md.

CANNED FOODS STORAGE

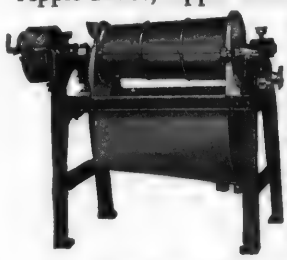
MONEY Loaned on Consignments at reasonable rates of interest - on our own negotiable Warehouse Receipts.

For full information, write us direct or consult your Brokers.

WAKEM & McLAUGHLIN
(INCORPORATED)
225 E. ILLINOIS ST., CHICAGO, ILL.

Indiana Finishers

For Finishing Tomato Pulp, Catsup, Soups, Apple Sauce, Apple Butter, Jams, Jellies, Etc.

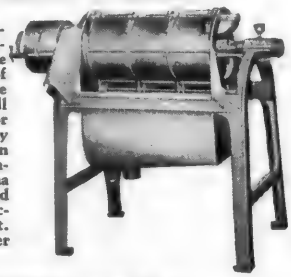


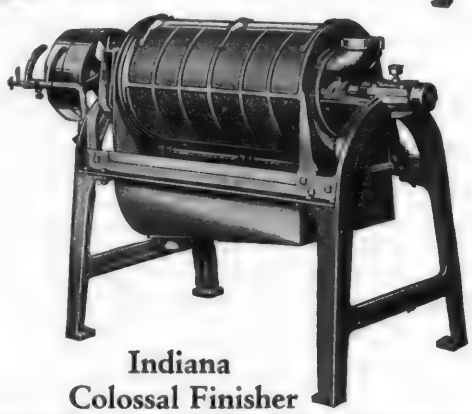
Improved Brush Finisher

THE evolution of the old Kern Lightning Finisher, widely known and used by canners everywhere. A metal frame Finisher employing three revolving brushes to spread and force the material through a full screen. Thirty per cent more capacity than the old Kern Finisher. 20 to 30 gallons per minute.

Indiana Paddle Finisher

THE latest type high capacity Finisher, used extensively since 1924. Adjustable metal paddles take the place of brushes to spread and force the material through full screens of nickel-silver or monel. A thoroughly sanitary all-metal Finisher, similar in construction and rapid cleaning features to the Indiana Pulper. Underpan and hood of monel to withstand the action of acid in the product. Capacity 30 to 40 gallons per minute.





Indiana Colossal Finisher

EXACTLY the same as the Indiana Paddle Finisher except size and capacity. Does thoroughly satisfactory work at 50 to 60 gallons per minute on average products. All metal, sanitary throughout. Screen, underpan and hood of monel.

We'll gladly send full details of these sturdy Finishers upon request, also details of other Langsenkamp equipment listed below. Please clip, fill in and mail the coupon today to

Sprague-Sells Corporation

Division of
Food Machinery Corporation
HOOPESTON, ILLINOIS
EXCLUSIVE AGENTS EXCEPT IN INDIANA FOR:

F. H. LANGSENKAMP COMPANY

Sprague-Sells Corporation
Hoopeston, Illinois

You may send us full details of the Langsenkamp equipment checked.

- ☐ Improved Brush Finisher
- ☐ Indiana Paddle Finisher
- ☐ Indiana Colossal Finisher
- ☐ Indiana Pulper
- ☐ Indiana Chili Sauce Machine
- ☐ Kook-More Koils and Tanks
- ☐ Langsenkamp Copper Kettles, size..... gals.

Name .....

Address .....

SMILE AWHILE

There is a saving grace in a sense of humor.

Relax your mind—and your body. You'll be better mentally, physically—and financially.

SEND IN YOUR CONTRIBUTION.

All are welcome.

"END" CHAIR

Teacher—Give an example of period furniture.

Starohope—Well, I should say an electric chair, because it ends a sentence.

LAGGING VETERAN

"It is very hard to drive a bargain," said the fellow who had bought an old flivver for $10.

WORMY JOKE

"—and some day the worm will turn.

"But what's its idea in turning? It's the same on both sides, isn't it?"

NOT A SEEKER OF LIGHT

"Shall I tell you what you are?"

"If you do you will get a black eye."

WHY HE WAS REFUSED

A man who had been living a life that was, to put it mildly, a little irregular, wanted to have his life insured, and applied to a friend, an agent for a prominent company, for a policy. The agent sent the company's physician to examine the applicant, and that was the last he heard of it for a time.

Meeting his friend on the street, he said, "Say, George, how about that life insurance of mine? Don't I get it "

"Well," said the agent, "you know, in our company it is the custom for the physician, after he examines a man, to take a chart of the human body, and he punches a hole in it wherever he finds anything wrong."

"Oh, is that so, George? Did the doctor do that in my case?"

"He sure did; and he took the chart home and put it on his player-piano, and it played 'Nearer My God to Thee!' "

Gabbalot—So you're the professor who is teaching my wife voice culture. What sort of a pupil is she?

Professor—Well, I find her very apt, to say the least.

Gabbalot—That's strange. I always find her very apt to say the most.

Beggar—Thank you, sir. I will pray for you and your wife to go to heaven.

Hotstuff—Here's a quarter extra if you will leave my wife out of it.

PLAY BALL!

Bride—Who is the man in the blue coat, darling?

Groom—That's the umpire, dear.

Bride—Why does he wear that funny wire thing over his face?

Groom—To keep from biting the ball players, precious.

There is an individual attention given every order for Heekin Cans that insures their delivery "on-the-dot." No matter how large, nor how small the order, every consideration is given the canner. His needs become our orders and we follow through to see that every customer is satisfied. This type of service keeps old customers and adds new ones—a real reason for Heekin's constant growth. Let us serve you.

You'll find them everywhere..

HEEKIN CANS

The Heekin Can Co., Cincinnati, O.

THE CANNING TRADE
The Journal of the Canning and Allied Industries
ESTABLISHED 1878

THE MARKETS

BALTIMORE, NOVEMBER 30, 1931

WEEKLY REVIEW

If There is Any Market Value in Colder Weather We Should See it Now—The Corn Situation Analyzed—Cove Oysters Ought to Sell More Widely—Help the Canned Foods-for-Xmas-Presents Move.

WINTER—Certainly old Dame Nature has done her full share this fall in caring for the unemployed and her needy, by continuing balmy, spring-like weather almost up to the very threshold of December. Reports from some sections say that fruit trees had begun to bud, and it is a fact that dandelions and violets were blooming here as late as November 24th—a record that ought to be marked down, for coming generations have a habit of saying "winters ain't now what they us-ter be." They say that unseasonable weather has been bad for trade; that people have not their winter appetites, and other lines of industry suffer from lack of seasonable trade. Most of that is probably just superstition, especially as regards eating—and we realize that we have been guilty of passing that on as complacently as anyone else—because in the well-warmed houses, heated or closed autos and warmed general transportation, there is no cause for "effort to keep warm," and if there was better appetite—and there was—it came from this added effort as much if not more than from the bite in the air.

But now there has come a change over all this, and apparently from the Atlantic to the Pacific, as all sections have had touches of cold weather, with snow and ice. Friday, following a clear but chilly Thanksgiving Day, saw the first appearance of snow in Baltimore this year, and as we write, it is hailing, and is disagreeably cold. So those who have waited for and counted upon wintery weather to start active buying now can look for the realization of their hopes. It will be hard upon those without coal and without proper food and shelter—and there are so many of these—but it may make some business, and let us hope it does.

The Market—A canner this week told us that he was quite busy—not rushed or working overtime, but busy filling little orders, which, however, were so numerous, and covered such a wide territory, as to keep things humming in his warehouse. Lots of the retailers seem to have waited until the first of the week to get in their Thanksgiving canned foods supplies, and that is just about the way the market is trading—putting off to the last moment even the most important items. Prices remain as quoted, without loss and without gain. The market seems to be showing a stronger feeling but that is all that can be said of it.

The Corn Situation—The big corn pack took the wind out of some canners and distributors, but mainly of those not directly familiar with canned corn. Here is an analysis of the situation by F. L. Dutton, canner and broker, and old hand at the canned foods game, and it is a digest worth keeping:

FACTS AND FIGURES—1931 CORN PACK

The report of the "Corn Canners Institute" for 1931 pack of Corn has been issued. This report can be relied on as an accurate statement and shows little variance from the Government report recently published.

However, when analyzed and segregated into grades, sizes, varieties, etc., these figures become more interesting and present facts worthy of thought.

Of the 19,147,932 cases packed—a total of 2,000,835 cases are divided as follows:

No. 1 tins	667,511	cases
No. 10 tins	598,582	cases
No. 5 tins	13,089	cases
No. 8 oz. tins	130,907	cases
No. 300/303	550,152	cases
Odds	40,594	cases

The remaining 17,147,097 cases are divided as follows:

FANCY quality No. 2 tins—7,112,883 cases consisting of:

2,340,936 cases	Country Gentleman Variety
1,882,225 cases	Golden Bantam Variety
919,124 cases	Crosby Variety
497,524 cases	Evergreen Variety
1,473,074cases	Wholegrain Variety

EXTRA STANDARD quality No. 2 tins—4,159,034 cases consisting of:

2,612,383 cases	Evergreen & Narrowgrain Variety
945,086 cases	Country Gentlemen Variety
136,902 cases	Crosby Variety
355,343 cases	Bantam Variety
109,229 cases	Wholegrain Variety

STANDARD quality No. 2 tins—5,875,180 cases—consisting of:

5,224,836 cases Evergreen & Narrowgrain Variety
220,526 cases Country Gentlemen Variety
271,104 cases Bantam Variety
45,683 cases Crosby Variety
113,031 cases Wholegrain Variety

The "Corn Canners Institute" also report the carry over from 1930 pack on September first as only 869,655 cases all varieties. Shipments of Corn from all factories during September and October were 3,524,119 cases, of which it is estimated 60% were standard grades.

Hence, with only about 4,000,000 cases of STANDARD CORN, 1931 pack, in canners' hands November first, there can be perfect confidence on the part of all buyers in the present stabilized prices of 65 to 70 cents factory for No. 2 Standard Sweetened Corn in Enamel Lined Tins.

Cove Oysters—This ought to be a mighty good year for cove oyster consumption. They are a fine food, cheap because they can be made to go a long ways, and what is more we believe the people would eat more canned (or cove) oysters if they were sold to them. The people do not know about them.

Now that cold weather has come on the oyster question comes up. And here is an interesting bit of news from South Carolina, regarding the oyster canning business, about all of which is now located along the North and South Carolina coasts, and down in the South. A prominent canner, well posted says in a letter to us under the date of November 25th:

"We have recently received authentic information to the effect that the State of Louisiana is now rigidly enforcing Act 61, passed by the State Legislature in 1930 which requires the unloading of all oysters at a Tax-paying Depot in Louisiana, so that they may be measured and the tax paid, and consequently reloaded, before the oysters are allowed to be moved from the State for canning in other States.

This has had the effect of shutting down completely all canning of oysters in Mississippi where approximately two-thirds of the total annual pack of oysters in the United States is made. The Mississippi packers have always been dependent on Louisiana oysters for their main supply, securing materially the larger portion of their oysters from that source.

The market is quite bare of spot stocks of all sizes of canned oysters, and with Mississippi not packing, a marked shortage should develop very quickly.

So far this season only three canners are known to be operating on the entire Atlantic Coast, normally at this season some twenty-five are in operation."

Canned Foods As Xmas Presents—In the big advertising drive they are using that as a suggestion, and it is a good one. It meets the approval of the retailers because it helps move the goods, and it certainly ought to meet the hearty co-operation of every canner. But you will not make a success of it by sitting back in your desk-chair, saying "yes, that is a splendid idea." Get up and hustle to make every one of your customers know about it; don't figure that some other canner will tell him. He had better be told twice, or twenty times, by as many different canners than not told at all. Do something, stir yourself, and help get the goods in motion. There are mighty few people who would not rather have foods than trinkets this Christmas, so the opportunity is all yours.

NEW YORK MARKET

By "NEW YORK STATER."
Special Correspondent of "The Canning Trade."

Low Grapefruit Prices Fail to Stimulate Interest—Pineapple Continue Strong—Fruit Prices Being Stabilized—Artificial Market Discused—Salmon Pack Moving Well.

New York, November 26, 1931.

UNCHANGED—Little of note developed in the local market during the past week with the exception of the usual seasonal activity in the holiday lines. Replacement buying in some lines continue to hold up, but buyers are "sharpshooting" for the lowest possible price and ordering minimum amounts, as has been the case for many months.

The trade showed little interest in opening prices on new pack grapefruit, announced by one or two packers, which were substiantially lower than last year's opening. With spot prices easy, little buying of futures will occur until some improvement in the status of the carry-over pack develops.

Grapefruit—Low opening prices on new pack grapefruit failed to stimulate much interest in the trade, in view of the softness of the spot market which offers coverage at cheaper prices. Fancy No. 2 were quoted at $1.10; 1s, 82½ cents; 8-ounce, 62½ cents and No. 5s at $3.50, f.o.b., Florida. But one or two brokers have announced opening prices yet with others expected to release their lists tomorrow or Saturday. Additional lists will show little variation from those already posted.

With spot offerings of No. 2s available at $1, the trade will show little interest in futures at $1.10 until the cheaper offerings are cleaned out of the market. However, it must not be forgotten that the offerings at $1 were, in the majority of cases, to clean out carry-over from last year and cannot be construed as a true market level. Whether buyers will pay any attention to this factor, or whether they will be able to force the new pack price down to this level remains to be seen.

Tomatoes—Held firm with tri-state 1s selling at 50 cents, 2s at 65-67½, 3s at $1 and 10s available from $3 to $3.15 although offerings at the lower figure are scarce.

Some irregularity was caused by some low offerings out of the West, but the general list is firm and the technical position of this pack warrants higher prices if the market ever gets out of this slump.

Tomatoes have entirely vanished as a chain "leader," which is perhaps the best criterion of the improved statistical position in this pack. When tomatoes were plentiful and cheap, chains and independents alike featured them as leaders, but the improved position of the pack has halted this practice.

Pineapple—Continues to move into retail consumption rapidly with the chains and independents still using it as a leader. The price cut coming at this time when holday demand for canned fruit is strong has resulted in pushing pineapple in homes where it has never been bought before and the packers will reap the benefit of this increased consumption.

Rumors are heard around the Street that with a large number of new consumers interested in pineapple and considerable of the pack already disposed, an

advance in pineapple prices in the near future may be expected. In support of this claim, it is pointed out that the pineapple packers are operating at a loss and would welcome the chance to place prices on a more profitable basis.

Fruits—California fruits are suffering from the usual slump in trading interest around this time but the undertone of the market is holding firm. Some firmness was caused by reports out of California of organization of a group of the smaller packers to stabilize prices around $1.25 for No. 2½s and hold this size at that level, regardless of demand. With the large packers definitely committed to a policy of price maintenance, similar action by the smaller canners will remove a source of constant irritation from the market. Small canners, shading prices, have often done the market damage in a proportion unwarranted by the size of the small operator.

Artificial Market—In discussing the present market conditions with one of the old-timers in the trade, he made the following pertinent observations on the market that ought to be of interest to all canners. In speaking of prices he pointed out that many times, one canner, offering distress material can disrupt the entire price list in an item.

"For instance," he said, "I might have a packer who has so many cases of peaches in his warehouse. His banker tells him that he is going to call a note, and the canner is forced to sell his goods to meet this note.

"He wires me to sell the goods at a price sufficiently below the general market to obtain quick action. I go out and sell his goods at a price, say, 5 cents under the general level.

"Some other canner will hear of this sale, cut his price 5 cents under the already weakened price level and stampede the list downward with no justification save that he saw one man make a sale at a low figure and wanted to get his money before prices dropped further.

"Many times, a forced sale is necessary to meet bank obligations but why does any other canner, without knowing the full circumstances of the case, jump into the market and sell as a loss."

Corn—Is still weak with little activity noted at the present. Some improvement is expected around the first of the year although the trade is looking for some downward price adjustments, in view of the bumper pack. However, with prices at levels causing a loss to canners now, it is hard to see how packers can afford to lower prices any further.

Peas—The cheaper grades continue to move into consuming channels well with prices holding firm. Fancy grades are not moving as rapidly as the less expensive grades but packers are not pushing the market and prices are holding steady.

Salmon—Although suffering from the usual seasonal slump at this season, the fancy grades are moving along into consumption exceedingly well with replacement buying an important factor. Lack of stocks keeps the buyers constantly coming back into the market to cover and though this has not had any bullish effect on prices, it has maintained a stable market.

The cheaper grades are inactive with prices unchanged. No real test of the power of the newly formed sales organization in the northwest has occured as buying has not been heavy enough to test the sales level set by the group.

Apples—With northwest packers reporting short packs and a curtailed pack in New York State, this item holds firm with prices seen working into higher ground as demand strengthens.

Sauerkraut—Some uncertainty concerning the future of this item is felt but the trade is more or less convinced that the first of the year will find the prices considerable higher than they are now. However, no gain in future trading is noted and it appears as though the trade will take a chance on higher prices.

CHICAGO MARKET

By "OBSERVER."
Special Correspondent of "The Canning Trade."

Cheaper Goods Selling—Better Canners are Staying off the Tomato Market—Effort to Hold Prices on Corn—Peas Hold Firm and are Selling—California Cleaning out of Spinach—Fine Beans at Low Prices—Salmon Now Strongly Held.

Chicago, Ill., November 25, 1931.

CHEAP GOODS SELLING—A healthy sale continues to show on the cheaper lines of food products, but higher grades in most lines are considerably neglected; in some cases so much so as to bring about some downward scaling of prices on these better quality foods.

Lower grades are already so priced as to meet with general favor for supples of current needs, but very little anticipatory purchasing anywhere evident.

We are approaching an annual closing of inventories with jobbers and retailers the shortest on stocks they have ever been.

Tomatoes—Prices unchanged; spasmodic false starts cause a little attention here and there but really nothing seems to happen to engage big operators support in any serious far-reaching way. The condition still continues where the canner must carry the load. Statistics experts from various quarters have come to the front of the stage with it all clearly shown on paper how tomatoes cannot last out ordinary consumption requirements beyond early spring; but the air is so full of equally advantageous deals offered from all directions that the facts do not get much buying support.

The better posted canners all realize conditions and where possible are staying off the market; some of the best regarded canners in the country are now doing little if anything on tomato sales.

Corn—There have been some assurances recently given to distressed corn canners that they will be protected against forced sales and this has stiffened prices in mid-Western states. Sixty cent standard corn is no longer available in Ohio, Indiana, Illinois. These same producers now want from 65c to 70c and are probably selling just as much of it. Baltimore standard corn is quoted at 65c and is accordingly engaging increased sales in Eastern states as well as Gulf and Pacific ports.

The 19½ million case pack now officially admitted has not taken anybody unawares and everybody seems to think the pack will gradually work itself out before another season of production. Good quality this year is an invisible argument which is working away to cure a lot of seeming distress on canned goods.

Peas—Condition unchanged. A desultory hand-to-mouth buying is reported everywhere and with a firm-

ness as to minimums pretty clearly established in all canners minds the situation holds on an even keel.

Some holders of better grades are beginning to get a bit fretful, however, as they are practically out of standard gradings and it makes them feel bad to send buyers with good cash to their neighbors.

Spinach—The fall pack is under way; crop is reported only fair in quantity, but nice quality. Prices: No. 2 @ 75c, No. 2½ @ $1.10, No. 10 @ $3.50 f.o.b. Maryland factories. Sales are straggling representing only current consumption needs.

The millstone about the neck of the spinach market in California is now just about relieved; it is reported that within the next few weeks the last of those old carryover lots which were being offered thru separate channels as such will be closed out, (and another interesting lesson perhaps learned of the inevitable penalty of over-production).

Beans—Notwithstanding the fine quality produced this year there seems to be insufficient support to help the price basis at all. Fine beans are still obtainable at almost auction prices in Baltimore district; really fine No. 2 Cut Green at 65c factory. Beans in other states have now started to weaken somewhat in sympathy and it is going to take some vigorous support to bring this product back into good shape on price.

Salmon—According to plan, the ceap sellers of pinks and chums are having their fling; and are about through; 90% of the unsold salmon in these grades is now in the hands of strong operators and as soon as they can dictate prices it will be No. 1 Chums 90c, Pinks $1.00 coast; take it or leave it.

California Fruits—The ruinous prices at which a few lots are being sold now can not continue and have any substantial industry left; some of the big coast bankers are beginning to see this and it may soon show a pulmotor squad of financiers hastening to the relief of one of that states major industries.

GULF STATES MARKET

By "BAYOU."

Special Correspondent of "The Canning Trade."

Shrimp Canning Ceases—Sales of Shrimp Are Very Satisfactory—Thanksgiving Boosts Oyster Business—Vegtebale Prices Quoted.

Mobile, Ala., November 26, 1931.

SHRIMP—Shrimp is out of the picture as far as the canning of same is concerned and while not too much can be said about the movement of the pack, yet sales are very satisfactory, considering conditions and a much stronger market is in evidence.

The packers are pretty well convinced that sales are limited to the immediate requirements of the trade and along a period of a month, the trade will buy just as many cases of shrimp at $1.50 per dozen as they will at $1.35 per dozen and very few more even if the price is down to $1.20 per dozen, so why sacrifice the pack when there is no occasion for it. Make the price within the reach of the average wage earner, because if too high the pack will go into the luxury class; in other words have it so that when the wage earner wants to eat shrimp, he don't have to think twice whether he can afford it or not, but have the price where the wage earner can plank down his 12c or 17c for a can of shrimp and enjoy real good eats often.

Now, don't think that the other fellow is doing all the business and then get overanxious to move your pack. Nine times out of ten, the other fellow is not doing any more business than you are and he is working just as hard as you are.

Like in football, every person in business today is using every play known to gain a point, but he finds it mighty difficult to keep the ball out of his own danger territory, much less hope to make a touchdown. You find the business man in "punt formation" quite frequently and after he punts to safe territory, it isn't long before the other side brings back the ball to the danger territory again, so the business game and football have much in common. Many of us find it a better play not to wait for the fourth "down" to punt, but we punt on the first and second "down" so dangerous is our position in the field.

Some say that business is better and others say that it is not, but like the fellow playing football, we haven't the time to think and discuss it, but we must act and act quickly, therefore let's peg along regardless of whether it is or whether it is not.

Let us work on the theory that no one buys anything nowadays, unless he absolutely has to have it and he doesn't seem to "have to have it" very much. However, a certain amount of foodstuff that is not in the luxury class is being consumed regardless of how much economy is practiced, hence if your canned product is priced within the reach of all, it's bound to be sold sooner or later, but don't think for a moment that the public is going to pay you a premium on your product. Under the circumstances, the thing to do it to make your price right and insist on getting it.

There will be plenty price cutting when production is at its heighth, but if you are able to carry your pack, there will be plenty buyers for your product when the smoke is all cleared.

The price of shrimp is $1.35 per dozen for No. 1 Medium and $1.50 per dozen for No. 1 Large, f.o.b. cannery.

Oysters—The heavy fog this past week has played havoc with the raw oyster producers and shippers and even with the precautions that they took to protect their shell stock, they lost a good quantity of same. There are a few things as destructive to sea food industry as the fog, because once the fog hits fish and oysters it ruins it, therefore extraordinary care has to be taken to protect them from the fog.

The approach of Thanksgiving has stimulated the demand for fresh oysters, although the weather continues balmy and we are having some of the prettiest sunshine spring-time days that you ever saw. Of course, this kind of weather at this time of the year is unseasonable, hence unwelcomed and unappreciated by the sea food industry and others that are dependent on cold weather to boost their sales.

Fresh oysters have been very cheap this month, but the increased demand this week has somewhat boosted the price and the trade that has been buying $1.00 per gallon oysters have found it very difficult to get their orders filled, as producers have been diverting their shipments to the trade that pays them a better price.

There are very few persons engaged in the oyster producing business at present and with any kind of good demand, it looks like a lot of folks in this section would have to go oyster hungry.

The cove oyster market is in a good position and some of the factories are getting ready to start canning oysters as soon as the oysters are suitable. The

indications right now are that there will be less factories canning oysters this year than there were last year and there were few enough last year.

Vegetables—A brief resume of the prices quoted on vegetables canned in this section is hereby given: No. 2½ candy yams, $1.45 per dozen; No. 2 Lima beans, $1.15; No. 2 Spinach, $1.00; No. 2 Stringless Beans, 80c; No. 2 Cut Okra, 85c; Pimientos, 75c; No. 2 Turnip greens, 85c; No. 2 Fresh Green Peas, $1.00; Okra and Tomatoes, $100, f.o.b. factory.

CALIFORNIA MARKET

By "BERKELEY,"
Special Correspondent of "The Canning Trade."

British Tariff Helps Market—Pineapple Continues To Move Freely—Asparagus On Upward Movement—Canners League to Hold Cutting Bee—Costly Bargains.

Berkeley, Cal., November 26, 1931.

THE MARKET—While the market during the past week has been largely without change, either in the extent of the demand or in price, there is an undercurrent of better feeling in canned food circles, with indications that buying will soon be on a more generous basis and that concessions from prevailing price lists will soon become more limited. The best news to reach San Francisco from Great Britain in a long time came during the week to the local office of the Department of Commerce in the form of advice to the effect that the indications are that the British tariff will permit all foodstuffs and raw materials to enter free. Until Friday, when the Department of Commerce gave out the news, it was taken as a foregone conclusion that there would be a tariff on some foods and raw materials, with preference for the British Colonies. This would place California on a difficult competitive basis, for the duty would make her products more costly than those raised in Australia. Of course, export business with Great Britain has not been especially heavy for some time, but the sale of a few hundred thousand additional cases of canned fruits, vegetables and fish in the near future would have a decidedly stimulating effect on the market. The cold snap that has engulfed the entire Pacific Slope has also tended to improve the outlook for an increased movement of canned products by crimping the supply of fresh fruits and vegetables.

Interest in the fruit list is still centering largely around Hawaiian canned pinapple, with this fruit moving fairly freely. The retail trade continues to feature this item as a drawing card and many grocers are quoting pineapple at prices which means a loss to them on every can sold. There has been quite a run on the No. 2 size since the revision of prices and if this continues at the present rate an advance may be necessary, some canners suggest, to direct the demand to other items.

The cheaper grades of canned vegetables are moving better than the better qualities and the indications are that these will be cleaned up first. Hold-over spinach and bargain lots of corn and string beans have moved quited freely of late in the local market, with the result that the better grades have been rather neglected. The cheaper grades of peas moved quite well earlier in the season and stocks are now confined largely to the small sizes. The trade seems to be fairly well stocked with tomatoes and there is very little movement in this line.

A steady trade is being enjoyed on canned asparagus, with this line moving with as little variation in volume or price than almost any item on the entire list. The marked reduction in the pack and the improved quality are factors which canners contend should go a long way toward effecting a close cleanup. The trade is showing much interest in the announcement of a reduction of the French duty on canned asparagus from 200 francs to 100 francs per kilogram and is looking forward to an early improvement in business.

The Canners League of California has announced its fourth annual cutting bee to be held in the sample rooms of the California Packing Corporation, San Francisco, December 8. The cutting and judging will be done during the morning hours, followed by a luncheon at the Palace Hotel, where the results will be announced. An interesting feature of this cutting bee will be the fact that tomato juice will receive attention for the first time. This product was packed on quite a large scale during the season recently ended and the cutting bee will show just how the juice of different varieties of tomatoes compare. Canners will also give some figures on the production of juice per ton of the different varieties.

The California Cling Peach Control Committee has announced an additional payment of fifty cents a ton on fruit purchased and allowed to drop, together with a like amount as a refund on canners' payments. The payments are estimated at $80,000, bringing the total for the season to approximately $800,000, or $8.50 a ton. Fruit purchased for delivery to conners has brought $14.50 a ton. Expenses for the year were reduced $23,677, to $61,214, and decrease in production is listed as 42.6 per cent. Contracts for tree removal cover 6711 acres and about one-third of the acreage has already been cleared. Tonnage of the acreage contracted for removal is estimated at 24,000 of No. 1 fruit. Growers were paid $2.50 a ton on the No. 1 fruit produced in orchards to be removed.

G. H. Roberts, whose Turkey Brand corned beef has long had an enviable reputation at San Francisco, with a retail department in the Crystal Palace Market, has arranged to engage in the canning of Turkey Brand corned beef hash. An additional story to the present plant will be erected to house the new branch of the business.

The Paul Packing Company, headed by Chester Paul, has arranged to move its salmon packing plant from Requa, Cal., to Arcata, Cal., as has likewise the Klamath River Home Packers, headed by Stanley Fisher.

G. R. Ward, manager of the Hawaiian pineapple packing interests of the California Packing Corporation, arrived at San Francisco from the Hawaiian Islands during the week.

F. L. Santler, manager of the shipping department of Birt & Co., of Sydney, N. S. W., was a recent visitor in San Francisco on his way home from a six months' visit to England. He said that everyone there seems confident that business is on the mend and that trade would soon be lively again. He was here before the announcement that foodstuffs would probably remain in the British free list and said that the proposed British tariff would surely bring up the sale of Australian canned fruits and jams.

Edward B. Wilcox, president of the J. R. Garrett Company, a wholesale grocery house of Marysville, Cal., passed away in that city November 20 at the age of fifty-one years. Death came while at dinner with his family.

CANNED FOOD PRICES

Prices given represent the *lowest* figure generally quoted for lots of wholesale size, usual terms f. o. b. Baltimore (unless otherwise noted) and subject to the customary discount for cash. Many canners get higher prices for their goods; some few may take less for a personal reason, but these prices represent the general market at this date.

Baltimore figures corrected by these Brokers: ‡Thomas J. Meehan & Co., *Howard E. Jones & Co., §Harry H. Mahool & Co.
New York prices corrected by our Special Correspondent. †In column headed "N. Y." indicates f. o. b. factory.

Canned Vegetables

	Balto.	N.Y.
ASPARAGUS* (California)		
White Mammoth, No. 2½	.....	3.75
Peeled, No. 2½	.....	.....
Large, No. 2½	.....	3.60
Peeled, No. 2½	.....	4.60
Medium, No. 2½	.....	3.25
Green Mammoth, No. 2½	.....	3.25
Medium, No. 2½	.....	.....
Small, No. 2½	.....	.....
Tips, White, Mammoth, No. 1 sq.	.....	3.50
Small, No. 1 sq.	.....	2.85
Green Mammoth, No. 1 sq.	3.40	3.10
Small, No. 1 sq.	2.80	2.70
BAKED BEANS‡		
16 oz.	.50	.....
No. 2½	1.05	.....
No. 10	3.25	.....
BEANS‡		
Stringless Stand. Cut Green, No. 2,	.60	.62½
Standard Cut Green, No. 10	3.00	3.00
Standard Whole Green, No. 2	.90	.....
Standard Cut Wax, No. 2	.75	.....
Standard Cut Wax, No. 10	3.75	.....
Red Kidney Standard, No. 2	.90	.....
Standard, No. 10	4.25	.....
LIMA BEANS‡ (F. O. B. Factory)		
No. 2 Tiny Green	1.65	1.75
No. 10	8.00	.....
No. 2, Medium Green	1.45	.....
No. 10	7.00	.....
No. 2, Green and White	.95	1.20
No. 10	5.25	.....
No. 2, Fresh White	.75	.85
No. 10	4.00	.....
Soaked, No. 2	.75	.....
BEETS‡		
Baby, No. 2	.....	1.85
Whole, No. 2	1.10	.....
Whole, No. 3	1.15	.....
Whole, No. 10	3.75	4.00
Cut, No. 2	.80	1.00
Cut, No. 10	2.85	.....
Diced, No. 10	3.90	.....
CARROTS‡		
Standard Sliced, No. 2	.75	.....
Sliced, No. 10	3.50	.....
Standard Diced, No. 2	.65	.....
Diced, No. 10	3.25	.....
CORN‡		
Golden Bantam, Fancy, No. 2	.....	.85
Extra Standard, No. 2	.....	.....
Extra Standard, No. 10	.....	.....
Shoepeg, Fancy, No. 2	.80	.....
Extra Standard, No. 2	.75	.....
Standard, No. 2	.70	.72½
Standard, No. 10	.....	.....
Crushed, Fancy, No. 2	.90	.....
Extra Standard, No. 2	.70	.....
Standard, No. 2	.62½	.67½
Standard, No. 10	4.10	4.25
HOMINY‡		
Standard Split, No. 3	.90	.....
Split, No. 10	3.00	.....
MIXED VEGETABLES‡		
Standard No. 2	.82½	.....
No. 10	4.25	.....
Fancy, No. 2	1.05	.....
No. 10	5.00	.....
OKRA AND TOMATOES‡		
Standard, No. 2	1.00	.....
No. 10	.....	.....
PEAS‡		
Petit Pois, 1s	.72½	.....
No. 2 Fancy Sweets, 2s	.....	1.70
No. 3 Fancy Sweets, 2s	.....	1.60
No. 4 Fancy Sweets, 2s	.....	1.30
No. 5 Fancy Sweets, 2s	.....	1.15
No. 5 Std. Sweets, 2s	.....	1.00
No. 4 Early June, 1s	.....	.80
No. 1 Std. Alaskas, 2s	1.20	.....
No. 2 Std. Alaskas, 2s	1.05	.....
No. 3 Std. Alaskas, 2s	1.00	1.00
No. 4 Std. Alaskas, 2s	.95	1.05
No. 2 Std. Alaskas, 10s	5.00	.....
No. 3 Std. Alaskas, 10s	4.75	5.25
No. 4 Std. Alaskas, 10s	4.50	5.00
PUMPKIN‡		
Standard, No. 2½	.90	.....
No. 3	1.00	.....
No. 10	3.00	.....

CANNED VEGETABLES—Continued

	Balto.	N.Y.
SAUER KRAUT‡		
Standard, No. 2	.....	.65
No. 2½	.80	.80
No. 3	.85	.90
No. 10	2.55	2.75
SPINACH‡		
Standard No. 2	.75	.65
No. 2½	1.10	1.00
No. 3	1.15	.....
No. 10	3.50	3.00
SUCCOTASH‡		
Standard Green Corn, Fresh Limas, No. 2	1.15	.....
Standard Green Corn, Dried Limas, No 2	1.00	.....
(Triple) No. 2 (with tomatoes)	1.15	.....
SWEET POTATOES‡		
Standard, No. 2, F. O. B. factory	.75	.....
No. 2½	.90	.90
No. 3	.95	1.00
No. 10	2.75	3.10
TOMATOES‡		
Extra Standard, No. 1	.55	.....
F. O. B. Country	.52½	.45
No. 2	.80	.....
F. O. B. County	.75	.....
No. 3	1.25	.....
F. O. B. County	1.20	.....
No. 10	3.50	.....
F. O. B. County	3.35	.....
Standard, No. 1	.52½	.....
F. O. B. County	.50	.....
No. 2	.70	.67½
F. O. B. County	.67½	.....
No. 3	1.05	.....
F. O. B. County	1.00	1.00
No. 10	3.25	.....
F. O. B. County	3.10	3.15
TOMATO PUREE‡ (F. O. B. Factory)		
Standard, No. 1, Whole Stock	.35	.37½
No. 10, Whole Stock	2.50	2.25
Standard, No. 1 Trimmings	.32½	.....
No. 10 Trimmings	2.00	.....

Canned Fruits

APPLES* (F. O. B. Factory)		
Maine, No. 10	.....	.....
Michigan, No. 10	.....	.....
New York No. 10	2.65	.....
Pennsylvania, No. 10, water	3.00	.....
Pa., No. 3	1.25	.....
No. 10, solid pack	3.50	.....
APRICOTS* (California)		
Standard, No. 2½	1.60	1.45
Choice, No. 2½	1.80	1.65
Fancy, No. 2½	.....	.....
BLACKBERRIES*		
Standard, No. 2	.....	.....
No. 3	.....	.....
No. 10, water	4.00	.....
No. 2, Preserved	.....	.....
No. 2, in Syrup	.....	.....
BLUEBERRIES*		
Maine, No. 2	.....	1.60
No. 10	5.50	5.00
CHERRIES*		
Standard Red, Water, No. 2	1.40	.....
White Syrup, No. 2	1.75	.....
Extra Preserved, No. 2	.....	.....
Red Pitted, No. 10	6.25	.....
California Standard, 2½	2.40	1.90
Choice, No. 2½	2.60	2.25
Fancy, No. 2½	.....	2.50
GOOSEBERRIES*		
Standard, No. 2	.....	.....
No. 10	.....	.....
GRAPE FRUIT*		
8 oz.	.57½	.....
No. 2	1.20	1.30
No. 5	4.00	4.25
No. 1 Juice	.80	.....
No. 5 Juice	3.60	.....
PEARS*		
Standards, Keifer No. 2, in syrup	1.00	.....
Fancy, No. 2½	1.50	.....
California Bartletts, Standard 2½	2.40	1.75
Fancy	.....	2.15
Choice	2.75	1.95
Standard, No. 10	6.50	6.25

CANNED FRUITS—Continued

	Balto.	N.Y.
PEACHES*		
California Standard, No. 2½, Y. C.	1.35	1.45
Choice, No. 2½, Y. C.	1.55	1.60
Fancy, No. 2½, Y. C.	.....	.....
Extra Sliced Yellow, No. 1	.85	.....
Seconds, Yellow, No. 3	.....	.....
Pies, Unpeeled, No. 3	.....	.....
Peeled, No. 10	4.25	.....
PINEAPPLE*		
Hawaiian Sliced, Extra, No. 2½	1.50	1.35
Sliced Standard, No. 2½	1.35	1.20
Sliced, Extra, No. 2	.....	1.15
Sliced Standard, No. 2	.....	1.00
Shredded, Syrup, No. 10	.....	.....
Crushed, Extra, No. 10	5.00	.....
Eastern Pie, Water, No. 10	.....	.....
Porto Rico, No. 10	.....	.....
RASPBERRIES*		
Black, Water, No. 2	.....	.....
Red, Water, No. 2	.....	.....
Black, Syrup, No. 2	2.00	.....
Red, Syrup, No. 2	.....	.....
Red, Water, No. 10	.....	.....
STRAWBERRIES‡		
Preserved, No. 1	.85	.....
Preserved, No. 2	1.70	.....
Extra, Preserved, No. 1	.95	.....
Extra, Preserved, No. 2	1.90	.....
Standard Water, No. 10	.....	.....
FRUITS FOR SALAD*		
Fancy, No. 2½	2.50	.....
No. 10s	9.50	.....

Canned Fish

HERRING ROE*		
10 oz.	.75	.....
17 oz.	.80	.....
19 oz.	1.00	.....
LOBSTER*		
Flats, 1-lb. cases, 4 doz.	.....	.....
½-lb. cases, 4 doz.	.....	3.25
¼-lb. cases, 4 doz.	.....	1.60
OYSTERS*		
Standards, 4 oz.	1.00	.....
5 oz.	1.10	†1.10
8 oz.	2.00	.....
10 oz.	2.20	†2.20
Selects, 6 oz.	2.25	.....
SALMON§		
Red Alaskas, Tall, No. 1	2.45	2.40
Flat, No. ½	1.75	.....
Cohoes, Tall, No. 1	1.85	.....
Flat, No. 1	.....	.....
Flat, No. ½	.....	.....
Pink, Tall, No. ½	.72½	1.00
Pink, Tall, No. 1	1.00	.....
Sockeye Flat, No. 1	3.35	.....
Flat, No. ½	.75	.....
Chums, Tall	.95	.90
Medium, Red, Tall	2.00	.....
SHRIMP§		
Dry, No. 1	1.40	1.40
Wet, No. 1, Large	1.35	.....
SARDINES§ (Domestic), per case		
¼ Oil, keyless	.....	†3.15
¼ Oil, Decorated, Keys	.....	†3.70
¼ Oil, Tomato, Carton	.....	†4.10
¼ Oil, carton	.....	†4.10
¼ Mustard, Keyless	.....	†3.20
¾ Mustard, Keyless	.....	†2.90
California Oval, No. 1	3.35	†3.00
TUNA FISH§ (California), per case		
White, ½s	.....	8.50
White, 1s	.....	13.00
Blue Fin, ½	.....	6.75
Blue Fin, 1s	.....	12.50
Striped, ¼	3.35	.....
Striped, ½s	4.75	6.25
Striped, 1s	8.40	11.50
Yellow, ¼s, Fancy	4.65	.....
Yellows, ½s, Fancy	7.30	6.50
Yellow, 1s	13.35	12.50

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Can Stampers. See Stampers and Markers.

CARRIERS AND CONVEYORS, Gravity.
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Checks, Employers' Time. See Stencils.
Chutes, Graviety, Spiral. See Carriers.

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Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Chicago.
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Cleaning Machines, Can. See Can Washers.

CLOCKS, Process Time.
Ayars Mach. Co., Salem, N. J.
Sprague-Sells Corp., Chicago.

CLOSING MACHINES, Open Top Cans.
E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill.
Slaysman & Co., Baltimore.
Coils, Copper. See Copper Coils.
Condensed Milk Canning Machinery. See Milk Condensing Machinery.

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Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

COOKERS, Continuous, Agitating.
Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Chicago.
Cookers, Retort. See Kettles, Process.

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Sprague-Sells Corp., Chicago.
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Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

CORN CUTTERS.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

CORN SHAKERS.
Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Baltimore.

CORN HUSKERS AND SILKERS.
Berlin-Chapman Co., Berlin, Wis.
Morral Bros., Morral, Ohio.
Sprague-Sells Corp., Chicago.
Corn Mixers and Agitators. See Corn Cooker Fillers.

CORRUGATED PAPER PRODUCTS (Boxes, Bottle Wrappers, Etc.).
Hinde & Dauch Paper Co., Sandusky, O.
U. S. Prt. & Litho. Co., Cincinnati, O.
Counters. See Can Counters.
Countershafts. See Speed Reg. Devices.

CRANES AND CARRYING MACHINES.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Chicago.
Zastrow Mach. Co., Baltimore.

CRATES, Iron Process.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneberg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.
Zastrow Mach. Co., Baltimore.
Cutters, Corn. See Corn Cutters.
Cutters, Kraut. See Kraut Machinery.
Cutters, String Bean. See String Bean Mchy.

CULTURES, Inoculation.
Straburger & Siegel, Baltimore.

DECORATED TIN (or Cans, Caps, Etc.).
American Can Co., New York City.
Continental Can Co., New York City.
Dies, Can. See Can Makers' Mchy.
Double Seaming Machines. See Closing Mach.

DRYERS, Drying Machinery.
Edw. Renneberg & Sons Co., Baltimore.
Slaysman & Co., Baltimore.
Employers' Time Checks. See Stencils.

ENAMELED BUCKETS, PAILS, Etc.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.
Engines, Steam. See Boilers and Engines.
Enamel-Lined Kettles. See Tanks.

EVAPORATING MACHINERY.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneberg & Sons Co., Baltimore.

EXHAUST BOXES.
Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.
Zastrow Mach. Co., Baltimore.
Factory Stools. See Stools.
Factory Supplies. See Cannery Supplies.

FACTORY TRUCKS.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

FIBRE CONTAINERS for Food (not hermetically sealed).
American Can Co., New York City.
Continental Can Co., New York City.
U. S. Prt. & Litho. Co., Cincinnati, O.

FIBRE PRODUCTS, Boxes, Boxboards, Etc.
Hinde & Dauch Paper Co., Sandusky, O.
U. S. Printing & Litho. Co., Cincinnati, Ohio.
Fillers and Cookers. See Corn Cooker-Fillers.
Filling Machines, Bottles. See Bottlers' Mchy.

FILLING MACHINES, Can.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Chicago.
Filling Machine, Syrup. See Syruping Mach.

FINANCING AND WAREHOUSING.
Guardian Warehousing Co., Chicago.
Wakem & McLaughlin, Chicago.

WHERE TO BUY---*Continued*

FINISHING MACHINES, Catsup, Etc.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

Friction Top Cans. See Cans, Tin.
Fruit Graders. See Clean. & Grad. Mchy., Fruit.
Fruit Parers. See Paring Machines.

FRUIT PITTERS AND SEEDERS.

Fruit Presses. See Cider Makers' Machinery.
Gasoline Firepots See Cannery Supplies.

GEARS, SPROCKETS, Etc.
Slaysman & Co., Baltimore.

GENERAL AGENTS for Machinery Mfrs.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

Generators, Electric. See Motors.

GLASS-LINED TANKS.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Chicago.

Governors, Steam. See Power Plant Equipment.
Gravity Carriers. See Carriers and Conveyors.
Green Corn Huskers. See Corn Huskers.
Green Pea Cleaners. See Clean. and Grad. Mchy.

GUMS, for labels and cases
F. G. Findley Co., Milwaukee, Wis.

Hoisting and Carrying Machines. See Cranes.
Hullers and Viners. See Pea Hullers.
Huskers and Silkers. See Corn Huskers.

INOCULATION, for Peas, Etc.
Strasburger & Siegel, Baltimore.

INSURANCE, Canners'.
Canners' Exchange, Lansing B. Warner, Chicago.

Jacketed Kettles. See Kettles, Copper.

JACKETED PANS, Steam.
F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Chicago.

KETTLES, Copper, Plain or Jacketed.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

Kettles, Enameled. See Tanks, Glass-Lined.

KETTLES, Process.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.
Zastrow Mach. Co., Baltimore.

KNIVES, Miscellaneous.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

KRAUT CUTTERS.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

KRAUT MACHINERY.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Baltimore.

LABELING MACHINES.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Chicago.

LABEL MANUFACTURERS.
R. J. Kittredge & Co., Chicago
National Color Printing Co., Baltimore, Md.
Piedmont Label Co., Bedford, Va.
Simpson & Doeller Co., Baltimore.
U. S. Printing and Litho. Co., Cincinnati.

LABORATORIES, for Analyses of Goods, Etc.
National Canners Assn., Washington, D. C.
Strasburger & Siegel, Baltimore.

Markers, Can. See Stampers and Markers.
Marmalades, Machinery. See Pulp Machinery.

MILK CONDENSING AND CANNING MCHY.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Molasses Filling Machines. See Filling Mach.

OYSTER CANNERS' MACHINERY.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.
Zastrow Mach. Co., Baltimore.

Packers' Cans. See Cans.
Pails, Tubs, etc., Fibre. See Fibre Cont.
Paper Boxes. See Currog. Paper Products.

PARING MACHINES.
Sinclair-Scott Co., Baltimore.

PASTE, CANNERS'.
F. G. Findley Co., Milwaukee, Wis.
A. K. Robins & Co., Inc., Baltimore.

PEA AND BEAN SEED.
Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozeman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.

PEA CANNERS' MACHINERY.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Chicago.

PEA HULLERS AND VINERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PEA VINE FEEDERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PEELING KNIVES.
A. K. Robins & Co., Inc., Baltimore.

Peach and Cherry Pitters. See Fruit Pitters.

PEELING MACHINES.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

PEELING TABLES, Continuous.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

Perforated Sheet Metal. See Sieves and Screens.
Picking Boxes, Baskets, Etc. See Baskets.
Picking Belts and Tables. See Pea Can. Mchy.

PINEAPPLE MACHINERY.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
Sprague-Sells Corp., Chicago.
A. K. Robins & Co., Baltimore.
Zastrow Mach. Co., Baltimore.

Platform and Wagon Scales. See Scales.
Picking Belts and Tables. See Pea Machinery.
Power Presses. See Can Makers' Machinery.
Power Transmission Machinery. See Power Plant Equipment.

PRESERVERS' MACHINERY.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

PULP MACHINERY.
Berlin Chapman Co., Berlin, Wis.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Chicago.

PUMPS, Air, Water, Brine, Syrup.
A. K. Robins & Co., Inc., Baltimore.
Slayman & Co., Baltimore.

Retort Crates. See Kettles, Process.
Rubber Stamps. See Stencils.
Saccharometers (syrup testers). See Cany. Sup.

SALT DISTRIBUTING MACHINE.
F. H. Langsenkamp Co., Indianapolis, Ind.

SEALING MACHINES, Box.
A. K. Robins & Co., Inc., Baltimore.

Sanitary (open top) Cans. See Cans.
Sardine Knives and Scissors. See Knives.

SCALDERS, Tomato, Etc.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

Scalding and Picking Baskets. See Baskets.
Sealing Machines, Bottles. See Bottlers' Mchy.

SEEDS, Canners', All Varieties.
Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozeman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.

Separators. See Pea Canning Mchy.
Sealing Machines, Cans. See Closing Machines.

SHEET METAL WORKING MACHINERY.
E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill
Slaysman & Co., Baltimore.

SEIVES AND SCREENS.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

SILKING MACHINES, Corn.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

Sorters, Peas. See Cleaning and Grading Mchy.

SPEED REGULATING DEVICES (for Machines, Belt Drives, etc.).
Berlin-Chapman Co., Berlin, Wis.
Sinclair-Scott Co., Baltimore.

Supply House and General Agents. See General Agents.

STAMPERS AND MARKERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.

Steam Jacketed Kettles. See Kettles.
Steam Retorts. See Kettles, Process.

STENCILS, Marking Pots and Brushes, Brass Checks, Rubber and Steel Type, Burning Brands, Etc.
A. K. Robins & Co., Inc., Baltimore.

STIRRERS FOR KETTLES.
F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Chicago.

STRING BEAN MACHINERY.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

SYRUPING MACHINES.
Ayars Machine Co., Salem, N. J.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
E. J. Judge, Alameda, Calif.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

Tables, Pickling. See Canners' Machinery.

TANKS, Metal.
Berlin-Chapman Co., Berlin, Wis.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Chicago.

TANKS, Glass Lined, Steel.
Sprague-Sells Corp., Chicago.

TANKS, Wooden.
Sprague-Sells Corp., Chicago.

Testers, Can. See Can Makers' Machinery.
Ticket Punches. See Stencils.

TIN PLATE
American Sheet and Tin Plate Co., Pittsburgh.

TOMATO CANNING MACHINERY.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
F. H. Langsenkamp Co., Indianapolis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

TOMATO PEELING MACHINE.
A. K. Robins & Co., Inc., Baltimore.

TOMATO WASHERS.
Berlin-Champman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

Variable Speed Countershafts. See Speed Reg.

VINERS & HULLERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Frank Hamachek Mach. Co., Kewaunee, Wis.

WAREHOUSING AND FINANCING.
Guardian Warehousing Co., Chicago.
Wakem & McLaughlin, Chicago.

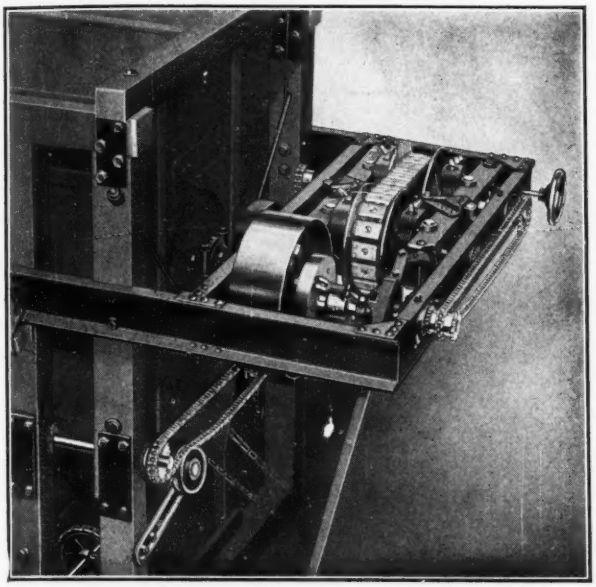
Washers, Bottles. See Bottlers' Machinery.

WASHERS, Can and Jar.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.

WASHERS, Fruit, Vegetables.
Ayars Machine Co., Salem, N. J.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Chicago.

WRAPPERS, Corrugated, Bottle.
Hinde & Dauch Paper Co., Sandusky, O.

Washing and Scalding Baskets. See Baskets.
Windmills and Water Supply System. See Tanks, Wood.



1928 MODEL VINER

MAXIMUM CAPACITY AT ALL BEATER SPEEDS

CONSTANT speed drive to *REEL* thru roller chain and live travellers mounted on *TIMKEN BEARING SHAFTS.*

VARIABLE speed drive to *BEATER CYLINDER ONLY*

Patented March 15, 1928
(REEVES Transmission)

CHISHOLM-RYDER COMPANY, Incorporated
NIAGARA FALLS, N. Y.

MANUFACTURERS OF
Green Pea Viners
Green Pea Feeders
Green Bean Graders
Green Bean Cleaners
Green Bean Snippers
Conveyors
Can Markers
Lift Trucks

SPECIAL MACHINERY BUILT TO ORDER

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Ogden, Utah
A. K. ROBINS & CO., INC.
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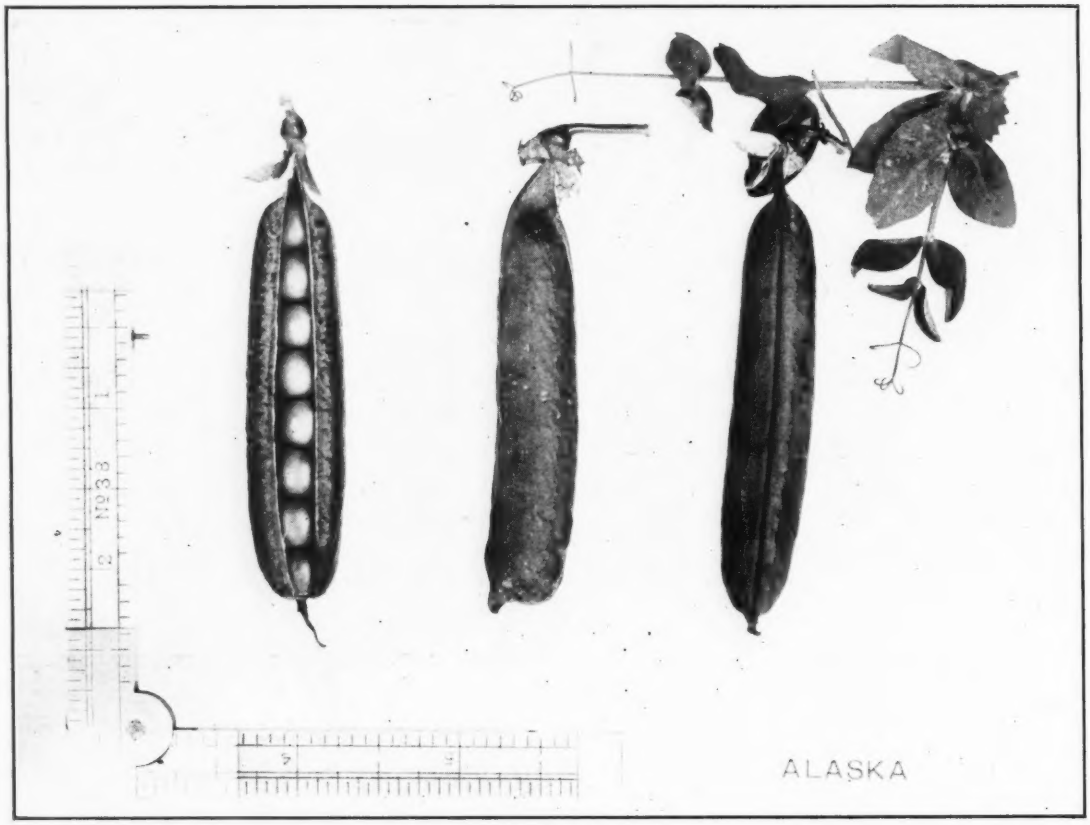
Hamilton, Ontario

KITTREDGE
LABELS
CHICAGO

DEPENDABLE SEED

is the foundation of

QUALITY PRODUCT in the CAN



Alaska Peas

From the beginning of the canning of Peas the *ALASKA* has been used in larger volume than any other variety. Consequently we are devoting constant effort to the development of better and still better strains. In the vital factors of *Pod size, number* of *Peas per Pod,* and *Number* of *Pods* per *Vine Ready* for *Canning* at a *Given* Day, our stock is a *Leader.*

More than 1000 acres are devoted to Breeding Ground operations to insure continuous Pedigreed Lines of parent stocks of all kinds of seed that *Canners* use.

ASSOCIATED STOCKS ARE KNOWN FOR QUALITY

WE SOLICIT YOUR ORDERS FOR 1932 PLANTING OR UNDER FUTURE CONTRACT

Associated Seed Growers, Inc.

Consolidating

The Everett B. Clark Seed Co. N. B. Keeney & Son, Inc. John H. Allan Seed Co.

Breeders and Wholesale Growers

New Haven, Connecticut

BRANCH WAREHOUSES LOCATED FOR CONVENIENT DISTRIBUTION AT MINIMUM TRANSPORTATION COST.